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BROADCASTING

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FEBRUARY 15, 1940
WASHINGTON, D. C.

Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
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Published semi-Monthly, 24th issue (Yearbook Number) Published in February

BUSINESS ADMINISTRATION SCHOOL Miami University

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WE SAID IT BEFORE

WE SAY IT AGAIN . . .

We will be glad to support this statement with technical evidence. Our address is 1440 Broadway in New York.

Because of its location, affording the shortest path and the most desirable over-water approach to population concentrations, aided by directive radiation, WOR delivers the strongest available signal to the greatest concentration of homes with radios in the United States.

YOU GET BOTH
When You Buy
WSPD
TOLEDO

"Where Industry and Agriculture Meet"

The Rich Agricultural Market of NORTHWESTERN OHIO and SOUTHERN MICHIGAN

and TOLEDO

"The Glass Center of the World"

with its 90 million dollar payroll from 650 diversified industries

WSPD 5000 WATTS DAY
1000 WATTS NIGHT

—and, in a matter of 90 days WSPD will go to 5000 full time as per F. C. C. permit.

Space buyers know that an NBC Basic Red Station on 5000 watts can hold a top audience in any man's market. And Toledo, the "Glass Center of the World," and its rich agricultural market offer national advertisers 1,500,000 prospects.

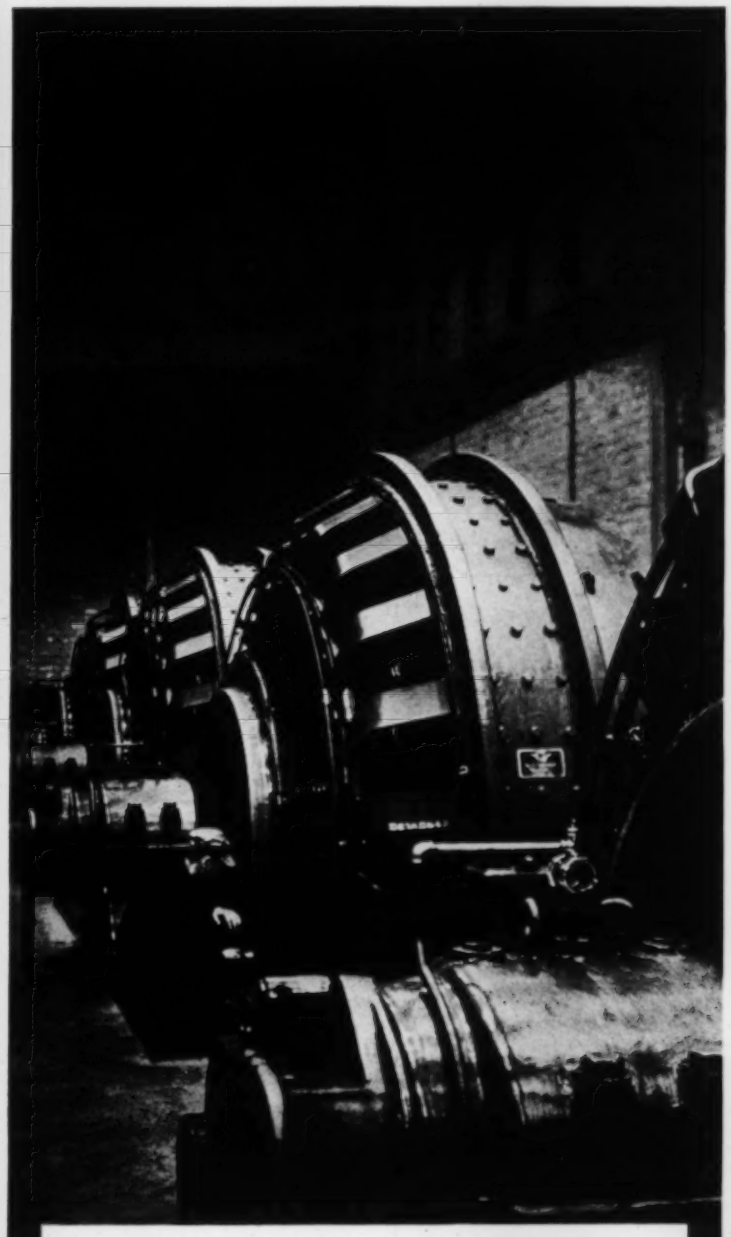
TOLEDO'S BASIC *Red* **NETWORK STATION**

REPRESENTED NATIONALLY BY THE KATZ AGENCY

New York • Chicago • Detroit • Kansas City • Dallas • San Francisco

XUM

Generate SALES in New England



IT takes wide-spread local sales stimulation to get consistent action in a prosperous market as large as New England, with its 114,044 retail outlets, and its 18 trading areas, each one distinct, each one important.

No single station or any small unit of stations can give proper coverage. Only a network of *18 stations*, and a total potential audience of 5,874,711, can produce local, point-of-sale influence strong enough to give maximum results.

The Colonial Network is geared to give this essential, intensified 18 local-area coverage—at a cost that decreases advertising percentage because it *increases sales!*

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport, New Haven	WBRK	Pittsfield
		WNLC	New London
WLLH	Lowell, Lawrence	WLNH	Laconia
		WHAI	Greenfield
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield	WCOU	Lewiston, Auburn
WLBZ	Bangor		
WFEA	Manchester	WSYB	Rutland
WNBH	New Bedford		

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

A
$2,214,269,000
MARKET

Power
WHERE IT COUNTS
●
50,000 WATTS

BASIC
CBS
OUTLET

W-HAS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal THE LOUISVILLE TIMES

An Announcement

OF SIGNIFICANT IMPORT TO TIME-BUYERS, ACCOUNT EXECUTIVES, SALES HEADS

THIS month WBBM puts into operation its new transmitter, designed by CBS engineers to better WBBM's service to its listeners throughout the middle west.

With a new 490-foot vertical radiator already in use, WBBM's signal strength has been stepped up 55 per cent.

What this means for WBBM advertisers, of course, is: (1) An extension of the boundaries of WBBM coverage, bringing WBBM many thousands of *new* listeners; (2) Vast improvement in the technical quality of WBBM's service to the millions of its established, loyal, listening audience, already greater than that of any other Chicago station.

Eight Straight Years of Leadership

These improvements in transmission mark another step in WBBM's leadership . . . a leadership which was gained in 1932 and never relinquished. Yes, for *eight straight years* WBBM has led all other Chicago stations in local and national spot advertising, the kind of advertising that must show tangible results. In 1939, for example, WBBM carried more than 20% more local-national spot time than its nearest competitor—more than the third, fourth, and fifth stations combined!

The new transmitter's increased coverage enhances WBBM's leadership, makes WBBM more than ever before the No. 1 buy in the nation's second largest market.

WBBM 50,000 WATTS · CHICAGO
A CBS STATION

Represented nationally by RADIO SALES, *a division of the Columbia Broadcasting System: New York Chicago • Detroit • Los Angeles • San Francisco*

Scant Coverage has its place . . . BUT—

For a real selling job in the prosperous Southern New England market you need the kind of thorough coverage no other station delivers so effectively as WTIC. In our primary area alone WTIC is an established listening habit with 1,863,570 people—more than live in Cleveland and St. Louis *together*. Their per capita retail sales top the national average by nearly 40%.

What's more, the records show still another 1,700,000 people outside our immediate coverage area who rank WTIC at the top of their list of real neighbors. Put our 50,000 Watts to work for you—to do a thorough selling job not in Hartford alone, but in all of Southern New England as well.

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

Southern California's MOST POPULAR Double Feature

If names make news, **and they do**, and if names make radio programs, **and they do**, all the surveys, incidental, coincidental and accidental would only go to further prove what buyers of radio time prove again and again by selecting the biggest "double feature" entertainment in Southern California—NBC's Red Network outlet, KFI and the up and coming, busy and humming NBC Blue Network outlet, KECA.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business for in the "third major market" KFI and KECA are first with the finest.

KFI Earle C. Anthony, Inc. KECA

141 North Vermont Avenue, Los Angeles

We've Moved: New studios and a new location conveniently located mid-way between Hollywood and downtown Los Angeles. They tell us we now have one of the finest plants to be found anywhere in the West . . . more room . . . improved facilities . . . everything to better serve our KFI-KECA clients.

Southern California's BEST BUY
KFI
NBC RED NETWORK
50,000 WATTS · CLEAR CHANNEL
REPRESENTED BY EDWARD PETRY & CO.
KECA
NBC BLUE NETWORK
5,000 WATTS DAYS · 1,000 WATTS NIGHTS
REPRESENTED BY FREE & PETERS, INC.

SPEAKING OF PICTURES. . .*

. . . THESE SHOW HOW KGO AND KPO BECAME FRONT PAGE NEWS IN SAN FRANCISCO

Opening splash in KGO, KPO—S. F. Chronicle tie-up was joint State Election broadcast. Ballyhooed by city's greatest publicity barrage and successful to point of sealing the merger indefinitely, the program was aired to tremendous audience, included scores of celebrities. Note Ritz Brothers at mike.

Thousands sit, sing; thousands stand inside and in street as KGO, KPO join hands with Scripps-Howard-owned S. F. News in colossal Christmas party. Biggest affair of holiday season, it drew 7800 promotional lines in the News' heretofore anti-radio pages. Relationship will be permanent.

World's Fair bigwigs and San Francisco Ad Clubbers listen intently as Marshall Dill, new San Francisco Exposition prexy, outlines plans for 1940 Treasure Island show. Plans include regular programs from Island, daily front page newspaper, car-card and newsstand poster promotion by KGO, KPO-News combine.

And how, at the same time, they became more than ever a vital part of San Francisco life—an important consideration to both local and network advertisers in this prosperous World's Fair city.

From his control room sanctuary, David Drummond gives the "on air" okeh and the highly-touted KGO, KPO-Chronicle program "The City of St. Francis" starts the first of a series of historical dramatizations. S. F. city fathers, listening audiences approve. KGO, KPO earn more front page promotion.

WHEN KGO and KPO tied up with the San Francisco Chronicle last year they started what has become the most talked-of promotional splurge in the country. For within a month after the Chronicle's 110,000 readers saw the initial stories and pictures, the two NBC stations were tying up with a second paper, the 105,000-circulationed evening S. F. News. First, an important election broadcast with the Chronicle—then a Christmas Party with the News—a daily radio show with the Chronicle—a series of World's Fair programs with the News . . . That's part of the bill of fare that's drawing front page space for KGO and KPO every day in both these metropolitan dailies . . . making KGO and KPO more than ever a vital part of San Francisco life, making these NBC outlets more than ever the most important stations in Northern California for local, spot and transcontinental advertisers.

KGO-KPO National Broadcasting Company
A Radio Corporation of America Service
111 Sutter Street • San Francisco

**As adroit Life Magazine would say it.*

NBC THESAURUS helped "up" our sales 25%

Letter from Henry P. Johnston, General Manager, WSGN, Birmingham, Alabama, gives orchids to NBC Thesaurus

OPERATED BY
The Birmingham News
THE BIRMINGHAM AGE-HERALD

FULL TIME NBC BLUE OUTLET

WSGN

HENRY P. JOHNSTON
VICE-PRESIDENT - GENERAL MANAGER

January 28, 1940

Mr. Frank E. Chizzini
Assistant Manager
Radio-Recording Division
National Broadcasting Company
New York City

Dear Frank:

We are approaching the end of our second year with NBC THESAURUS, and you'll be glad to know we are ready to sign for the third year.

In the past year twenty-one of our advertisers have sponsored THESAURUS programs. In 1938, our first year with THESAURUS, sales were up 5% over 1937 when we used another transcription service. In 1939, our second year, sales jumped 25% over 1937. While I cannot say that the entire increase was due to THESAURUS, I can truthfully say that THESAURUS made it much easier for us to show this 25% increase.

That's how we feel about your library service - and I am frank in telling you that I do not want to be without it.

Sincerely yours,

W. S. G. N.
THE NEWS AGE HERALD STATION

Henry P. Johnston
General Manager

HPJ:m

NEW YORK HEADLEY-REED COMPANY, National Advertising Representatives CHICAGO DETROIT ATLANTA

NBC THESAURUS
can mean more money for you!

In his letter Mr. Johnston tells you better than we can what NBC Thesaurus means to a station in terms of increased business. And it reflects the attitude of many NBC Thesaurus subscribers.

It stands to reason that stations offering advertisers and agencies NBC Thesaurus service are bound to secure more business. For these programs are "Big Time" shows at "Small Time" cost. And that's the combination all your prospective clients are seeking! We will be glad to supply you with full details. Write today!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset & Vine, Hollywood

XUM

"A new dish, eh?"

If any of you agency men haven't yet discovered that Free & Peters can often supply *program ideas*, you've got a pleasant surprise coming to you!

Now don't get us wrong—we're not claiming we can supplant the creative fellows in your organization. But we *are* fourteen radio men with reasonably good imaginations, and we *do* have almost daily contact with the managements of 23 live, well-managed radio stations, who are constantly getting a lot of swell thoughts on promotions of various sorts. And every once in a while we *do* give some agency friend an idea that later develops into the real thing.

If you'll give us a ring, and tell us your needs, we believe we can show you some results. How about it?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
SOUTHEAST	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	274 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	322 Palmer Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Main 5667*

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 4 WASHINGTON, D. C., FEBRUARY 15, 1940 $3.00 A YEAR—15c A COPY

New 'Crackdown' Era at FCC Foreseen

By SOL TAISHOFF

Pot o' Gold Action Is Viewed as Only a Mild Sample; Fly Swings Balance of Power Toward Rigid Control

A NEW siege of "crackdown" regulation of broadcasting, evidently aimed at every phase of station operation short of rate regulation, appears to be brewing at the FCC under its recently revitalized leadership.

Indications have been seen not only at hearings held during the last few weeks, but in FCC decisions and in the newest onslaught on the program problem. The action of Feb. 8 in transmitting to the Department of Justice the facts concerning the NBC-Red *Pot o' Gold* program is viewed as only a mild forerunner of harsher measures to come.

The turn in events is ascribable to what appears a clear demarcation of viewpoints among members of the Commission, with Chairman James Lawrence Fly, who has held the balance of power, apparently casting his lot with the rigid-regulation forces. Prior to Mr. Fly's appointment last fall, this group included Commissioners Paul A. Walker, F. I. Thompson and George H. Payne. The more conservative group, which fostered industry cooperation rather than mailed-fist methods, comprised Commissioners T. A. M. Craven, Thad H. Brown and Norman S. Case.

Compromise Decision

Chairman Fly, who is credited with having performed what seemed impossible by keeping the Commission's internecine squabbles at a minimum, insofar as public prints are concerned, is in the forefront of the impending new policy attitudes and pronouncements. Commissioner Thompson, whose tenure began only last April, also is represented as a vigorous advocate of reforms in commercial broadcasting.

The decision to refer the *Pot o' Gold* program to the Department of Justice was a compromise. Considered first by the FCC, along with another local prize-contest program, at a morning meeting Feb. 7, the majority is understood at first to have favored setting down all of the stations involved for hearings on renewal of their licenses. This would have been a repetition of the actions in such well-publicized instances as the Orson Wells "Martian Invasion" and the Mae West episode, which precipitated cries of censorship from the industry, the press and the public that still linger as examples of bureaucracy running rampant.

Having postponed the more drastic action by referring these two prize-award programs to the Department, the new FCC majority, however, does not propose to drop the matter, it is apparent. On the contrary, the view appears to be that the stations can be cited for cancellation of licenses upon filing of their renewal applications, at which time the intention would be to review past programs of the stations to test their ability to serve "public interest" in the future.

This has been described as censorship "after the fact", and is of a character that technically may prove to be in violation of the anti-censorship provision of the Communications Act.

Indeed, the "review" idea has been strongly expressed by several FCC members in the "crackdown" camp. It is accepted as a foregone conclusion that should the Department of Justice see fit to prosecute the prize-contest instances as lotteries of a character banned by the Communications Act, the Commission's majority would be disposed to take prompt action. And should there be a criminal conviction, the Commission could exercise its authority in summary fashion, if it saw fit, by swift revocation of licenses.

Brinkley Precedent

The legal yardstick, which Chairman Fly regards as fundamental in giving the Commission authority to cite stations on programs in considering renewals, is the decision of the U. S. Court of Appeals for the District of Columbia of a decade back in the case of Dr. John R. Brinkley, the so-called "goat gland" doctor whose station in Milford, Kan., was deleted by the old Radio Commission. In sustaining the Commission, the court used the Biblical quotation, "By their fruits shall ye know them". Because of Dr. Brinkley's use of his former station, KFKB, as a "personal mouthpiece" in advertising his hospital, and patent medicine operations, the court sustained the Commission's findings that his programs were not in the public interest. Dr. Brinkley afterward set up his border station at Villa Acuna, Mexico, and has been operating there since, with a hospital at Del Rio, Tex., just across the border.

The philosophy of Chairman Fly and his adherents appears to be that the Commission is duty-bound to deal in terms of "people" rather than field strength contours, technical policing of the spectrum and other routine regulatory functions. Facilities, he maintains, should be allocated in the light of service to the public — and service is programs, not microvolts.

Cited as an example of this was the recent grant without hearing of a new regional station in Minneapolis, despite implied engineering

(*Continued on page 74*)

Lottery Warning Is Foreseen In Pot o' Gold Action of FCC

FEELING action was necessary because of a plethora of complaints from members of Congress, theatre owners and others over the mushroom growth of radio prize contests similar to the *Pot 'o Gold*, the FCC Feb. 8 ordered transmitted to the Department of Justice for possible action under the lottery laws facts concerning the sensational Tums NBC-Red presentation along with a local prize offer in Texas.

Marking a revival of program scrutiny by the FCC, referring of the programs to the Department of Justice follows procedure instituted last year by the FCC, premised on the view that it cannot undertake criminal prosecutions. The complaints against *Pot o' Gold* alleged infraction of Section 316 of the Communications Act, prohibiting lotteries. Nevertheless, in this particular instance it is known that the matter has been before the Commission for some time and that the legal opinion was that no direct violation of the statute was involved.

Following the FCC action, John Butler, vice-president of Stack-Goble Advertising Agency, placing the Tums account, asserted that the program had been approved by the Post Office Department on Oct. 12, 1939, and that the Department had written the St. Louis postmaster advising him that *Pot o' Gold* literature was mailable. He asserted it was his belief that "the program is legal from every angle."

No comment was forthcoming from NBC. It is known, however, that network attorneys had sought to verify the legality of the program before it was accepted last fall and that its investigations yielded no objections.

Other Complaints

Presumably it is the intention of the Commission to serve notice that while it has no direct jurisdiction over programs, it is inclined to look with disfavor upon the mounting volume of contest offers. It has not only received complaints against *Pot 'o Gold* and the local Texas program but also sporadic comments regarding local offerings in other areas involving auto license plate contests, variations of "Bingo" and similar outcroppings of the same basic idea which are regarded as borderline.

In referring the cases to the Department, after a full day of discussion Feb. 7, the FCC said the Department was asked to take such action as it deems necessary. It also offered its full cooperative assistance if desired.

The Texas citation involved programs on KWFT, Wichita Falls, and KBST, Big Springs, purportedly sponsored by Mead's Bakery, on which complaints had been received, apparently through a radio inspector. KWFT reported Jan. 29 that it had discontinued the pro-

(*Continued on page 75*)

Concealed Control Cited in Revoking 6 Texas Stations

Other Actions Are Foreseen As FCC Continues Probe

PURSUING its plan to ferret out purported hidden ownership or control of broadcast stations, the FCC Feb. 8 issued orders of revocation of licenses against five local Texas stations, alleging undisclosed interest in them by Rev. James G. Ulmer, Texas broadcaster-minister, and Roy G. Terry, chief owner and manager of KOCA, Kilgore. The stations cited, with the revocations effective Feb. 24 unless they petition for hearing, are KSAM, Huntsville; KAND, Corsicana; KRBA, Lufkin; KTBC, Austin; KNET, Palestine.

On Feb. 13, the FCC ordered revocation of the license of KGKB, Tyler, Tex., on grounds of "hidden ownership, operation and control" effective March 1. The FCC said an investigation revealed that actual control has been in the hands of Rev. Ulmer.

Scrutinizing Others Also

The revocation orders follow others issued in recent months by the FCC under its comparatively new legal procedure. The license of KUMA, Yuma, Ariz., recently was revoked [BROADCASTING, Feb. 1] and proceedings are in progress involving somewhat parallel actions against several other stations. Questions of control involving WSAL, Salisbury, Md., WQDM, St. Albans, Vt., WBAX, Wilkes-Barre, Pa., also are under scrutiny.

In connection wth the Texas actions, the Commission announced that the orders resulted from formal investigation instituted Jan. 26. The onset of this proceeding, it was learned, grew out of a visit to Texas by Ralph L. Walker, FCC principal attorney. Upon his return to Washington in latter December, Hugh B. Hutchison FCC broadcast attorney on Jan. 26 was dispatched to the Lone Star State for an investigation.

Recorded Ownership

The orders specify that the licenses of the five stations, all issued to "associations" as distinguished from corporations, be revoked effective Feb. 24 "because of applicants' failure to make full disclosure to the Commission concerning ownership, management, financing and control of stations." Under FCC procedure, the applicants have 15 days in which to request hearing, with the revocation orders automatically stayed pending the outcome of the hearings.

The FCC said it is "indicated" that original construction permits and licenses for the five stations were issued by the Commission "upon false and fraudulent statements and representations and because of the failure of the applicants to make full disclosure to the Commission concerning the financing of station construction and operation, as well as ownership, management and control thereof, in violation of the law, and that, had the actual facts in this connection been made known to the Commission, it would have been warranted in refusing to license these stations."

Dr. Ulmer appears of record in the Commission files as 48% owner of KGKB, Tyler, with Mrs. Ulmer owning another 12% and as a director with 5% ownership in KGFI, Brownsville, in which Erol E. Wilson and Ernest E. Wilson are recorded as 44% stockholders each. Mr. Terry, manager of KOCA, Kilgore, is listed as 40% owner of that station, with Mrs. Terry as owner of an additional 40%.

KSAM, Huntsville, is shown as having been dedicated Oct. 2, 1938 and as having been licensed to Sam Houston Broadcasting Assn. Listed as members of this company are H. G. Webster, banker, president; Dr. C. N. Shaver, president of Sam Houston State Teachers College, and W. Bryan Shaver, his son.

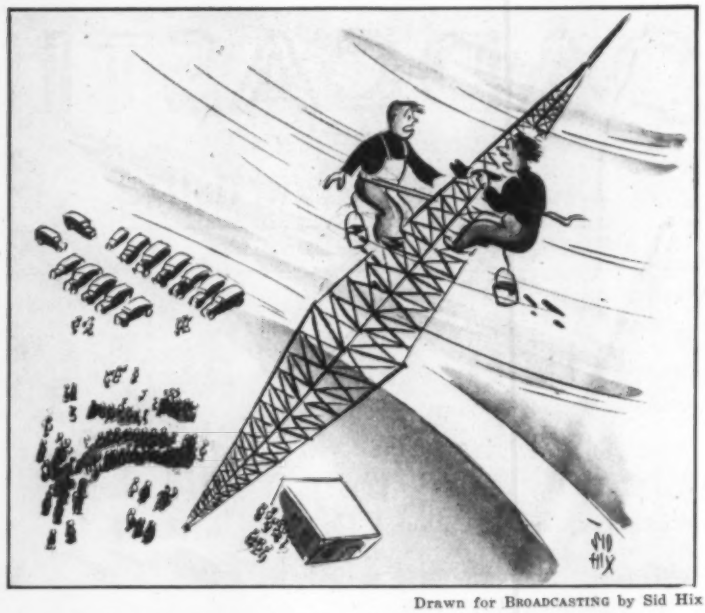
KAND, Corsicana, is licensed to Navarro Broadcasting Assn., of which J. C. West is president and is listed with Frederick Slauson as sole owner. Mr. West is also owner of Wolf Brand Products, Corsicana, a food manufacturing firm. The station went on the air in 1937.

KRBA, Lufkin, is licensed to Red Lands Broadcasting Assn., and went on the air May 5, 1938. Members of the association are listed as Ben T. Wilson, auto dealer; R. A. Corbett, wholesale oil and gas distributor, and Thomas W. Baker, road engineer and banker.

One Station Sold

KTBC, Austin, is licensed to State Capitol Broadcasting Assn., and went on the air Aug. 1, 1939. One-third owners each are listed as R. B. Anderson, former president of the State Tax Commission; R. A. Stuart, former State Senator, now practicing law in Fort Worth, and A. W. Walker Jr., professor of law at the U of Texas. Last month an application was filed for sale of their holdings for $50,000 to J. M. West, owner of the *Dallas Dispatch Journal* and the *Austin Daily Tribune* and one of the wealthiest industralists in the State.

KNET, Palestine, is licensed to the Palestine Broadcasting Assn., in which the principals are listed as Bonner Frizzell, superintendent of the local schools; William M. Keller, insurance agent, and John Calvin Welch, minister.



Drawn for BROADCASTING by Sid Hix

"Better Hold Tight Now, Pete! She's Ready to Smash the Bottle of Champagne!"

NAB Convention Date

WHILE San Francisco is definitely set as the locale for the 1940 NAB convention, the national political conventions may play havoc with original plans for a mid-July meeting. When the NAB last summer selected the West Coast city, it recommended July as the month, but left to President Neville Miller the actual designation of dates. An early August convention is indicated by the Democratic National Committee in Chicago. The Republicans plan their convention probably in advance of that date and perhaps in the same city. Because many broadcasters, especially at networks, would be loathe to leave their desks during preparations for the convention, it is considered likely the NAB convention will be held after the Democratic meeting—probably in August.

Dr. Ulmer was also named as being "directly or indirectly" interested in the ownership, control or operation of a proposed station in Greenville, Tex., in a petition for rehearing filed Aug. 20, 1937 by the Louis G. Caldwell law firm. The Commission had granted a new local to the Hunt Broadcasting Assn., Greenville, to operate on 1200 kc. with 100 watts. Protest was entered on behalf of WOAI, San Antonio, a 50,000 watter on 1190 kc., on grounds of potential interference. The grant was later revoked when one of the partners in the association died, thus legally dissolving the association.

In the Caldwell petition the charge was made that Dr. Ulmer, in addition to his known ownership in KGKB, was also interested in KNET, KAND, KOCA and KLUF, Galveston, and in various other applications pending at the time.

Washington Given New Local Outlet

Heller Application Granted; New Local for Kingsport

A FIFTH station for Washington was authorized by the FCC Feb. 13 when it granted the application of Lawrence J. Heller, local attorney, for a 250-watt unlimited time station on 1310 kc. The FCC last October had denied the application on technical grounds.

Simultaneously, the Commission authorized a new station in Kingsport, Tenn., on application of Kingsport Broadcasting Co. The station will operate on 1370 kc., 250 watts unlimited time. Principals are C. P. Edwards Jr., Kingsport insurance man, and Howard Long, present Postmaster and former managing editor of the *Kingsport Times*.

Synchronous Amplifier

The new Washington grant, which had been hotly contested, also authorized a 50-watt synchronous amplifier in addition to its regular 250 watt assignment to afford full metropolitan area coverage. The exact transmitter sites, studio location and type of antennas to be employed are subject to FCC approval.

It is the first grant of a local "booster" in the same city ever authorized, and may be the forerunner of similar authorizations in cities which cannot be adequately covered by 250-watt stations.

There is also pending an application of the Capital Broadcasting Co., for a new local in Washington to employ the same facilities granted Mr. Heller. Edwin M. Spence, secretary-treasurer of the NAB, would hold an interest in this company.

Filed with the FCC Feb. 13 was an application for a new station in Kingsport by Kingsul Broadcasting Corp., a subsidiary of Kingsul Theatres. It seeks assignment on 1420 kc. with 250 watts fulltime.

KTUC Sale Approved

SALE of KTUC, Tucson, by the Tucson Motor Service Co. to the Tucson Broadcasting Co. for $20,000 was approved Feb. 13 by the FCC. Officers and stockholders of the new licensee company are Dow Ben Roush, Tucson, president, 39 1/3% stockholder; John Merino, Safford, Ariz., part owner of KGLU, vice-president and 39 1/3% stockholder; Carleton W. Morris, Lowell, Ariz., part owner of KSUN, 10%; Louis Long, Safford theatre man, also interested in KGLU, 10%. The station is a local on 1370 kc., and has been operated by the company, of which R. A. Craig and H. L. Stevenson, both of Phoenix, were chief stockholders.

WGES Control Shifted

TRANSFER of control of WGES, Chicago, passed from T. H. Guyon, Chicago chain restaurant owner, to other associates, with the approval Feb. 13 by the FCC of transfer of a gift of ten shares of stock to his sister, Irene M. Cowen. Under the new ownership setup T. H. Guyon will hold 15½ shares, H. J. Guyon 10 shares, Louis E. Moulds, ballroom manager, 9½ shares, Irene M. Cowen 10 shares. Gene T. Dyer, manager, who is also interested in WSBC and WCBD, Chicago, and WEMP, Milwaukee, holds one-half share.

Action on Treaty Switchover Delayed

Nations Await Mexico's Deposit of Formal Ratification

MARKING time until formal word is forthcoming that Mexico has deposited its Treaty ratification papers with the Cuban Government, the FCC has been unable to make any further definite move toward setting an effective date for the reallocation of broadcast facilities in the United States provided for under the Treaty terms.

While notification was received that President Cardenas had signed the Treaty Jan. 25, there has been no further official word from Mexico. The formality of depositing the ratification papers with Havana, as the host nation, together with publication of the fact in the official *Gazette* of the Mexican Government are the two routine steps necessary before arrangements can be made among the nations of the Continent for a switchover date. The FCC tentatively has set Aug. 1 as the earliest possible date, since it has ordered that all broadcast renewals be extended only until that date, as they become due [BROADCASTING, Feb. 1]

Await Final Step

State Department and FCC officials are not disposed to view the situation with concern, but nevertheless feel it would be disadvantageous to begin conversations with Canada and Cuba, as well as Mexico, relative to an effective date before the last steps are taken by Mexico. It has been tacitly understood there are no reservations sought by Mexico which would alter the basic provisions of the Treaty terms, though there is a bilateral agreement respecting six channels, which would not disturb the Treaty allocations base [BROADCASTING, Jan. 1, 15].

Unofficial reports have been received here that the Mexican Government contemplates shifts in assignments of two border stations from Canadian to U. S. clear channels. There has been no verification of this. However, if these shifts take place, it is presumed they would be in the nature of only temporary changes, to be vacated when the Treaty becomes operative. Under the Treaty terms, high-power border stations are definitely doomed, since the Treaty provides that facilities shall be employed to serve the nationals of the countries to which they are allocated. In the case of the border stations, which use directive beams to serve listeners in the United States, this provision could not be complied with.

These reports are that XEAW, at Renosa, now officially assigned to the 960 kc. Canadian clear used by CBM, Montreal, and CFRN, Edmonton, Alta., would be shifted "temporarily" to the 1050 kc. channel, on which KNX, Los Angeles, is assigned. A second shift would be either the Dr. John R. Brinkley station XERA, at Villa Acuna, now on 840 kc. used by CBL, Toronto, or XENT, at Neuva Laredo on 910, the channel assigned to three Canadian stations, to be shifted to one of several clear channels in this country.

No official word has been received by the State Department or the FCC regarding these impending shifts, and so far as known they have not taken place. XERA uses 180,000 watts, being operated by the former Kansas medico-broadcaster, and XENT, licensed for 50,000 watts, is operated by Norman T. Baker, former Iowa "cancer" specialist, who last month was found guilty of using the mails to defraud in Little Rock, and was sentenced [BROADCASTING, Feb. 1].

Status of 'Borders'

Border stations generally, it is assumed, either will cease operating when the Treaty becomes effective or will be relegated to regional or possibly even local assignments. Only in that fashion can they reasonably comply with the requirement of service to nationals of the country in which they are located. The single exception may be in respect to lower California, in connection with a proposal that the 800 kc. channel, earmarked for the interior, be assigned to XERB, at Rosarito, across from San Diego, to operate with 50,000 watts. This is by no means conclusive, however, since this country has not agreed to the proposed shift.

The only deviations from the original Treaty provisions are those set forth in the bi-lateral agreement with Mexico under which four frequencies allotted to that country will be kept entirely clear in the United States while on two other frequencies only one station will be assigned in this country. The four entirely clear frequencies are 730, 800, 900 and 1570 kc. Those on which there would be only one station in the United States are 1050 and 1220 kc. It is reported unofficially that Canada also has given its assent to this agreement.

Meanwhile, FCC broadcast engineers are continuing their survey of assignments under the projected reallocation, subject, of course, to FCC approval. These will not be made public until the Commission actually promulgates its allocation order, prescribing the date on which it will become effective. There has been some speculation regarding the extent of the revision, but since the Treaty itself more or less was drafted to accommodate stations in the countries involved at specified locations, substantial deviations are not contemplated at this time.

Three-Year Licenses?

The order adopted by the FCC Jan. 30 in authorizing renewals of station licenses until Aug. 1 only, when its regulations prescribe one year license renewals, was premised entirely on the impending reallocation. The Commission anticipated it could have its entire preliminary work accomplished by that time. Should other contingencies develop, however, temporary renewals presumably will be issued after Aug. 1.

Consideration is being given to extension of licenses to the maximum statutory three-year term as a corollary of the reallocation. There has been no formal pronouncement on this score, but because of the strong sentiment not only within the industry but in Congress for three-year licenses, it was felt the Commission might lend the industry further stability through such extensions.

Brinkley's Loan

IN HIS testimony before the Dies Committee Feb. 10 just prior to his arrest as a fugitive from justice, William Dudley Pelley, self-styled head of the "Silver Shirts", revealed he had borrowed $5,000 from Dr. John R. Brinkley, operator of the Mexican border station XERA, across from Del Rio, Tex., and ex-American broadcaster whose license had been revoked. Pelley did not identify Brinkley as a Silver Shirt but said he was presumably in sympathy with its program. The money still is "owing" and Brinkley holds his note, Pelley testified.

THE SIXTH consecutive year of news sponsorship on WRVA, Richmond, was begun recently by Esso Marketers, distributing Standard Oil products. At the contract signing ceremonies were J. A. Donan, Esso advertising manager, with poised pen; Harvey Skehan, Esso district representative at his left and Barron Howard, WRVA business manager at his right. Standing are Curt Peterson (left), radio director of Marschalk & Pratt, and C. T. Lucy, WRVA general manager.

FARM NEWS CHAIN IS BEGUN BY CBS

TO GIVE American farmers more comprehensive news vital to their industry, CBS is forming a "farm news network" under the direction of Charles Stookey, CBS director of farm broadcasts in St. Louis and has appointed the first two regional farm news reporters who will keep Mr. Stookey informed of agricultural activity in special sections of the country.

Mr. Hattic

Mr. Worcester

Charles Worcester, farm service director of WNAX, Yankton, S. D., CBS affiliate, will report for the Central Northwest, covering the large rural area of South Dakota, Iowa and Nebraska. A graduate of Minnesota School of Agriculture and an assistant in the Bureau of Entomology and Plant Quarantine of the U. S. Dept. of Agriculture, Mr. Worcester has been with WNAX since May, 1939.

Woodrow Hattic, a veteran agriculturist and in charge of farm news for WWL, CBS affiliate in New Orleans, will report to Mr. Stookey on crop news in the Central Southwest.

Other members of the CBS agricultural reporter staff in the West include Lou Keplinger, KARM, Fresno; Robert Dumm, KSFO, San Francisco; Miss Garland Schuler, KROY, Sacramento; Henry M. Swartwood Jr., KOIN, Portland; Norm Runions, KVI, Tacoma; Bill Moshier, KIRO, Seattle; E. Harve Partridge, KFPY, Spokane; Duane Bowler, KGVO, Missoula; Theodore Fosse, KFBB, Great Falls, Mont.; Earl Glade Jr., KSL, Salt Lake City; Howard R. Chamberlain, KLZ, Denver; Ernest Douglas, KOY, Phoenix, and Henry Flynn, KNX, Los Angeles.

CBS plans to complete the "farm news network" within a short while, so each of the farming centers of the country will have full representation on the CBS *Country Journal* program, conducted weekly by Mr. Stookey. Leon Levine, CBS assistant director of education will supervise the new service from New York.

E. I. DuPONT de NEMOURS Co., Wilmington, Del., from Feb. 20 through April 2 will sponsor weekly one-minute spot announcements for Cell-O-Glass on various farm programs on 22 stations throughout the country. BBDO, New York, is the agency.

Bennett Is Named As NIB Counsel

Assumes Advisory Role for Group of Independents

APPOINTMENT of Andrew W. Bennett, Washington attorney and former assistant to the Attorney General, as Washington counsel for National Independent Broadcasters Inc., was announced Feb. 13 by Harold A. Lafount, executive of the Bulova stations and president of NIB.

Mr. Bennett

Mr. Bennett, who also is retained by the NAB as special copyright counsel, continues his specialized law practice under the arrangement, and will not devote his major time to the independent group. The organization, permanently formed last year, continues to function on a conservative basis in the interests of non-network affiliated stations, mainly in the local category. Mr. Bennett is the first person it has retained.

Push-Buttom Problem

The appointment was made by the executive committee of NIB, following Mr. Lafount's conversations with Mr. Bennett, who maintains his office in Washington. He will be consulted on matters of peculiar interest to independent stations, among which are pending negotiations with manufacturers regarding production of multi-push button sets which would not discriminate against non-network stations, phonograph record performance and kindred matters.

Mr. Lafount has been active on these matters in the past and it was reported conversations still are going forward with set manufacturers regarding production of low price push-button models with as many as eight or ten station stops. The Federal Trade Commission, petitioned by NIB to look into the matter from the angle of possible unfair competition, was reported as still surveying the subject.

Mr. Bennett for more than three years was special assistant to the Attorney General in charge of the Government anti-trust suit against ASCAP, still pending in the New York courts though it has been inactive for several years. He resigned in 1937 to enter private law practice and has been on retainer for some four years as NAB special counsel.

Wiley for Campbell

CAMPBELL SOUP Co., Camden, through Ward Wheelock Co., Philadelphia, on Feb. 19 starts a five-weekly quarter-hour philosophical program featuring Fletcher Wiley as commentator on 10 CBS West Coast stations (KNX KARM KSFO KROY KIRO KVI KOIN KFPY KSL KLZ). Program will be heard Monday, Wednesday, Friday, 10:45-11 a. m., and Tuesday, Thursday, 12:15-12:30 p. m. for the first 26 weeks, following which it will go transcontinental with the clearing of time. Wiley, signed for a long-term contract by Campbell Soup Co., will also continue his six-weekly participation programs, *Sunrise Salute* and *Housewives Protective League* on KNX.

More Latitude in FCC's Revised Rule On Recordings Asked by Independents

A PLEA to the FCC to reconsider its interpretation of revised rules which require identification of transcriptions and phonograph records as such without variation, was made Feb. 5 by Andrew W. Bennett, newly-appointed counsel of National Independent Broadcasters, in a letter to T. J. Slowie, FCC secretary. It was learned Feb. 13 the FCC has taken the matter under advisement.

Mr. Bennett pointed out that the amended rule (3.93e) prescribes that where a transcription is used it shall be announced as a "transcription" or an "electrical transcription", and where a phonograph record is used it shall be announced as a "record". He referred to a statement by NAB last month in which it said that only the words prescribed in the rule are permissible and that any variations are barred.

Claims Hardship

Declaring this rigid requirement would work a hardship on independent stations, Mr. Bennett asked if it would not be possible for the Commission to apply a more liberal interpretation to permit stations which have used mechanical reproductions to vary the specific words used, as in the past. All NIB members, he said, are dependent either entirely or to a substantial extent on recorded material and they must compete for audience with larger stations which have available and can afford the expense of live talent.

To compete successfully with such live talent stations, Mr. Bennett said, it is necessary for smaller stations to present pleasing programs without unnecessary repetition of the same words or phrases. Stations have been able to overcome to a substantial degree the handicap on a recorded program by using variations of the words "transcription" or "record" and this makes possible a "smoothness of presentation and an effect upon the listener which is not accomplished by the repeated use of the same words."

Mr. Bennett said the variations used in the past have always included either the specific words or some derivative, such as "transcribed", "electrically transcribed", or "recorded", etc., and the public has become educated in the meaning of the particular expressions. "When it is considered that the greater portion of the broadcast stations in the United States must operate exclusively with some form of mechanical rendition of music, it can be appreciated that the continued repetition of the same identical word would tend to become monotonous to the listener, and though it seems to be a very small thing, it may lessen the opportunity of the smaller stations to compete for audience with the larger stations which are audible to the small station's service area."

The Commission was asked to reconsider its interpretation of the rule to permit variations of announcements, or if it feels the rule as now written must be interpreted literally, to consider a further amendment which would reinstate the former rule.

With the dispatching of Mr. Bennett's letter, Harold A. Lafount, president of NIB, sent to Mr. Slowie a letter outlining the purpose and scope of NIB. He pointed out it had existed in committee form for several years and functioned only in individual matters as the need arose. Last September, he stated, NIB was made a permanent organization, with one director elected from each of the 17 districts into which the United States is divided. NIB's objective is representation of the 80% of the broadcasting industry which derives approximately only 20% of the advertising revenue and whose problems substantially are identical. Members dues are nominal, he pointed out, and service of directors, officers and counsel are being rendered without compensation. He said NIB desires to cooperate with the FCC to the utmost.

Armstrong Cork Adds

ARMSTRONG CORK Co., Lancaster, Pa., which sponsors the thrice-weekly quarter-hour transcribed program *The Heart of Julia Blake* on about 25 stations throughout the country, has added four stations to the list during the first two weeks in February. Stations are: WBT, Charlotte; KDKA, Pittsburgh; WREC, Memphis,and WSYR, Syracuse. BBDO, New York, is agency.

N. Y. Royalty Bill

A BILL to amend the New York State tax law by requiring ASCAP, MPPA and similar licensing agencies to take out licenses from the State was introduced in the assembly at Albany Feb. 7 by Anthony J. Canney (D-Buffalo). Measure provides that "no person shall after July 1, 1940, collect any royalty from any copyrighted musical composition, music books, recorded music for mechanical reproduction, or for radio programs, in connection with the sale, singing, playing or other use thereof in this State, or in connection with the right or license to sell, sing, play or otherwise use the same in this State or to contract therefor unless he has applied for and obtained a license."

WHEN WKY's "Aunt Susan", (Mrs. Mart Adams) was stricken with flu February 1 and unable to present here daily *Kitchen School of the Air*, three WKY announcers donned aprons, chef's caps and "filled in". Aunt Susan is reported to have suffered a relapse when she heard the trio (l to r) Jimmy Todd, Perry Ward and Terry O'Sullivan tell her listeners how to make a fresh peach pie in February.

Prospects of TBS Remain Uncertain

Boice and Sutton Elected to Posts on Proposed Net

ELECTION OF H. K. Boice, for eight years vice-president in charge of sales of CBS, as executive vice-president and director of Transcontinental Broadcasting System has proved that reports the proposed new network had died a borning are premature and has reinstated TBS as a center of industry conjecture.

Announcement of Mr. Boice's election was made Jan. 7 by the TBS board of directors, who also announced election of George O. Sutton, Washington attorney, as president and elimination of the position of chairman of the board, formerly held by John T. Adams.

Status of Contracts

Financial details of the projected network were not forthcoming, however, nor could any comment be obtained as to whether TBS would seek to continue its original set-up of more than 100 stations, available to advertisers only in its entirety, or would be reorganized along the lines of existing networks. Nor could it be learned whether TBS is still bound to its affiliates by their original contracts or whether the double postponement of inaugural dates had rendered these contracts inoperative.

Lack of any definite information concerning the network's organization or plan of operations has again given rise to numerous rumors, such as have surrounded it since its inception last fall under the guidance of Elliott Roosevelt and John T. Adams, both now out of power although Adams continues as a director of the company. Other directors are George J. Podeyn, general manager of TBS; William Porter, Washington attorney; H. J. Brennen, owner of KQV and WJAS, Pittsburgh; Robert Thompson, commercial manager of KQV and WJAS.

Reports that Breed, Abbott & Morgan, New York law firm which had handled TBS negotiations with Blackett - Sample - Hummert, were attempting to interest new capital in the venture, with the acquisition of WMCA, New York, as an owned key station for TBS, were widespread.

Contradictory reports, however, point to the choice of George Sutton, attorney for the Brennen interests, as TBS president, and the introduction of Mr. Boice as proof of the continuance of Brennen control of TBS. No confirmation could be obtained of any of these reports.

Meanwhile, other interests were competing for the business on which TBS was originally formulated, the $2,000,000 or more of advertising for American Home Products and Sterling Products, clients of Blackett-Sample-Hummert, which has not yet been placed. MBS executives conferred with the agency last week, putting in a new bid for this business. The data collected by World Broadcasting System for the placement of this advertising through transcriptions rather than network [BROADCASTING, Feb. 1] is also being considered the agency, which after elaborate preliminary secrecy admitted it had inspired the WBS telegrams to stations concerning the clearance of time for several hours daily for a three-year period.

Discourage Lobbying of FCC Federal Committee Suggests

Attorney General's Inquiry Deprecates Certain Methods of Attorneys, Discusses Censorship

POLITICAL lobbying of the FCC, notably by members of Congress, constitutes a practice which should be "discouraged", however slight the effect of this pressure may be upon FCC decisions, it is concluded by the Attorney General's Committee on Administrative Procedure.

After a year of preliminary study by a staff of attorney-investigators, the Committee has issued monographs on a number of Governmental administrative agencies, and the heaviest report, in two separate volumes, deals with the FCC generally and with broadcast procedures and practices in particular. The monograph tears into the political lobbying; deprecates some of the practices of attorneys before the FCC in connection with intervention in cases; discusses expansively the program censorship question; supports in the main the revised hearing procedure, and generally gives the FCC its implied blessing on its manner of operation.

The committee, headed by Dean Acheson, eminent attorney, and disciple of Supreme Court Justice Felix Frankfurter, and including in its membership Chief Justice D. Lawrence Groner, of the U. S. Court of Appeals for the District of Columbia, was named upon suggestion of President Roosevelt by then Attorney General Murphy on Feb. 24, 1939, to investigate the need for procedural reform in administrative law. To assemble the facts, the committee of 10 distinguished jurists employed Walter Gellhorn, of the faculty of law of Columbia University, and a small staff of lawyer-investigators.

Walter Bill Speeded

The Attorney General's Committee's monographs coincided with action of the House Rules Committee in giving the Walter Bill for creation of a Federal administrative court right of way in the House. This measure is designed to curb the power of Federal boards and agencies and provide individuals with increased opportunity to appeal from rules, regulations, orders and decisions of the independent agencies.

Introduced by Rep. Walter (D-Pa.), the bill is similar to one passed by the Senate last session, known as the Logan Bill, but which was tabled, presumably at the behest of the Administration. Subsequently the Attorney General's Committee an administrative procedure was appointed, cutting across the same subject matter contemplated in the Logan Bill.

The monographs are based on interviews with officials and employes of the agencies involved, with members of the public affected and with attorneys in practice before the agencies. Staff members also attended hearings and administrative proceedings as observers, and examined files of the agencies to discover methods used in disposing of prescribed functions. Upon completion of each investigation, the staff prepared a preliminary report which was given the officers of the affected agency for consideration and comment, after which the full committee met with the agency's officers to discuss with them the facts and problems disclosed in the report.

The committee said the individual studies would be completed by May, after which it intends, in cooperation with various bar and other legal associations, to hold public hearings on the administrative procedures of particular agencies and groups of agencies with full opportunity for expressions of opinions upon all procedural problems. The Committee said it hopes these hearings may be held during June, and that the final report may be made to Attorney General Jackson by autumn.

Congressional Lobbying

Declaring the extent and effect of lobbying and "political influence" in connection with activities of administrative bodies have never been fully explored, the committee said that whatever may be the case with other agencies, "it is a widely and firmly held belief that the FCC has been subjected to constant external pressure, particularly by members of Congress."

The lobbying stems from the desire of Congressmen to satisfy constituents where a Governmental agency is in a position to bestow benefits or special privileges upon private individuals, according to the committee. It adds:

"The pecuniary value of broadcast licenses is great and it is readily understandable why private groups desire, first, to obtain licenses and, second, to keep potential competitors out of radio business. In view of the financial stake involved it is not surprising that broadcasting enterprises eagerly seize the constituent's privilege of demanding favors from his legislative representatives. The Congressional response in this particular area of regulation is stronger than it might be if it were stimulated only by a desire to pacify important residents of the affected districts, for it is commonplace that the radio is rapidly becoming the most effective electioneering medium; Congressmen may have much to gain personally by the licensing of new stations in their home territory and by securing the 'friendship' of station owners.

"The interest of Congressmen in applications pending before the Commission is evidenced by correspondence, telephone calls, and conferences. Not unusually, according to available information, Congressmen wait upon members of the Commission in their offices in order to present pleas in behalf of or against the granting of a license. Attempts by Congressmen to utilize their official positions as an excuse for special pleading (under the guise of explaining 'peculiarities' of local situations) are made with some degree of frequency from the time an application is filed until the Commission has rendered its final order."

The committee said it is impossible to indicate the effect of lobbying upon individual commissioners or the entire commission and that it may be the judgment of no member is swayed by "legislative lobbying". Yet, commissioners may feel constrained after being approached by a prominent political personality, to make "more thorough study of the matter in question than they otherwise would".

However slight the results of legislative interference may be, the committee concluded it is "unquestionably a practice which should be discouraged".

'Purity of Process'

The committee referred to the "superficial attempt" to remedy the situation made by the so-called McNinch rule of some two years ago, providing that the secretary maintain a record of all communications received relating to the merits of any application, and providing that no consideration be given them unless introduced into evidence at a hearing. Because this applied only to written communications and not telephone conversations or conferences, it was of dubious value. The mere knowledge of the existence of a communication from a politician, even if not in the record, "may conceivably be sufficient to warp the deliberations of some commissioners", said the monograph.

"What is at stake here, of course," continued the report, "is not only the actual purity of the Commission's processes, but perhaps equally important, the Commission's reputation for judgment uninfluenced by extraneous(if not wholly improper) considerations. So long as it is popularly supposed (as, rightly or wrongly, is the case today) that the Commission's decisions may conceal rather than reveal the true determinants of the official judgment, there will be persistent efforts to subject the Commission or its individual members to political pressures.

"If the Commission is to avoid imputations that it is in fact susceptible to the influence of such pressures, it must pursue a definitely courageous course. It must resolutely and pointedly refuse to receive information or opinions concerning cases *sub judice*, volunteered off the record, even when the volunteers are members of Congress. Unlike a court, the Commission cannot punish for contempt one who diminishes confidence in its objectivity by seeking privately to sway its judgment of a pending matter.

"But on the other hand, it can, like a court, protect itself by a dignified and unwavering rejection of communications and arguments whose mere reception, even though their contents later be ignored, involves a lowering of prestige. What ever may be the processes that attend it, administrative justice will not acquire the stature of its judicial counterparts until it is as immune from lobbying as most courts are popularly thought to be."

Procedural Details

One entire volume of the monograph on the FCC, and a portion of the second, is given over to broadcast procedure. All activities of the FCC, from the time an application is received to its final disposition, are reviewed in detail, along with the reason for the particular method. Only slight criticism of the revised procedures was advanced. There was much emphasis upon intervention of existing licensees in proceedings before the Commission, which precipitated a furor several months ago when the policy was changed, as well as upon the citation of economic grounds as a reason for intervention on new station applications. Similarly, the mooted subject of program censorship was treated at length.

The monograph stated there have never been any complaints against the Commission's so-called liberality in granting petitions for intervention, under the former procedure, despite "its deplorable consequences". Apparently plumping for the revised procedure, and reflecting attitudes expressed by the FCC, the committee said this was not entirely inexplicable, and then barged into an indirect attack upon lawyers.

"The only persons in a position to

(*Continued on page 72*)

TYPICAL of radio's varied roles in the GWTW furor are these two pictures drawn from the native scene. Above, E. K. Cargill, president and manager of WMAZ, Macon, wearing artificial ears as a Clark Gablish Rhett Butler, kneels at the feet of Scarlett O'Hara—225 pounds of pristine daintiness portrayed by O. B. Newman, local Goodyear Stores manager—during the local Kiwanis Club's annual ladies' night. Below, Susan Myrick (left), Macon authority on styles and speech who taught movie players how to use a Southern accent in GWTW, is interviewed by Alicia Rhett, young Charleston actress who played India Wilkes in the movie, during a special broadcast on WTMA, Charleston, S. C. Miss Rhett is a member of the WTMA staff.

920 Club

ONCE UPON A TIME "cracking" sales resistance in Boston was a major problem. Boston was America's "hard-to-sell" city.

That was before the days of WORL, and before such WORL programs as the 920 CLUB. Times are different now. We can prove it by the following:

JAMESWAY, INC., ADV., BOSTON: "The 920 CLUB pulled nearly as many requests for Pepsinic Seltzer as three major stations and a 16-station network combined."

CHARLES C. COPELAND COMPANY INC., MILTON, MASS.: "The first week that we were on the "920 CLUB", our sales jumped 20% and they continued to show an increase of 20 to 30% each week thereafter. At the end of our cider season, we had sold 12,000 gallons of cider over any previous year."

P. A. STARCK PIANO CO., CHICAGO: "Your station has proven to be one of the best mediums for advertising available in Boston."

For further proof of WORL results, write for an abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories.

National and Regional advertisers specify WORL

Here are a few of them:

Bulova Watch Co.	Massachusetts Motors
Feenamint	Morris Plan Bank
Ex Lax	Fuller Lumber Co.
Ford Motor Co.	Pepsinic Seltzer
Starck Piano Co.	Matchless Brand Food
Pacquin's Hand Cream	Boston Consol. Gas Co.

920 Kilocycles WORL Boston, Mass.

They Pay to Listen--Down Under

But Australian Air Otherwise Differs Only Slightly

By LEONA DEANE

THE AUTHOR is a visiting Australian who has been copy, script and continuity writer with various Sydney stations and who for the last year has been doing radio work in England. This article is in response to recurrent exclamations, during her visits to American studios, in which surprise is expressed at the up-to-dateness of radio Down Under. Miss Deane points out that, though Australia has a dual system of broadcasting, one governmental and the other private, American methods and American program ideas dominate. But here is Miss Deane's story of it.

"SO YOU'RE from Australia—my, you're a long way from home!" The phrase never differs and it intrigues me no end. So they look me over, decide that I might almost be mistaken for an American girl, and forthwith proceed with an inquisition that might give pointers to celluloid third-degree-ers. *I'm* here to learn and digest — but *they're* the ones who shoot rapid-fire questions at me, and are amazed at the conditions and up-to-dateness of Australia radio. Maybe you'd like to know about it too?

Well, firstly, radio in Australia is divided into two classes: the A, the National or Government-owned and operated stations, run by the ABC (Australian Broadcasting Commission) which are definitely non-commercial; and the B, individual stations owned by groups of people or firms, which are commercial—and how! The A-class stations lean slightly toward the highbrow, while the B-class range over a wide section of the community, covering all tastes. Incidentally, we stopped calling them B-stations since it seemed to denote a slight inferiority although there was none; they are now known solely as "commercial stations".

They Pay to Listen

An annual radio license in Australia costs one guinea, which was —when the exchange really meant something—roughly $5. This, however, goes to the Government, and therefore into the pockets of the National Commission (or A-class stations). At first, when the national stations were at their most highbrow, there was great unrest, since everyone was paying their guinea to the Government, but listening to the commercial stations and felt swindled. So the ABC got busy, improved its programs and commenced importing famous artists, so that far-away Australia is now enabled to see and hear people like Lawrence Tibbett, Kirsten Flagstad, Richard Crooks, Malcolm Sargent, and others who are brought out to tour the country on money supplied to the ABC by the one-guinea annual radio licenses.

There are at least 98 commercial stations in Australia while each of the States has its Government-owned station; the city and country stations may be either individualists, or part of the national, or part of the commercial network. This number of stations, for the comparative population of Australia, is quite a lot of radio.

Remember that although Australia is almost the size of the United States, quite a lot of the Inland is not inhabited to any considerable degree. However, those who do live there are the most fanatic in their praise of radio. Living so far away from large cities, they are enabled to hear and enjoy cultural privileges they would otherwise be denied. And the agricultural and last-minute weather reports are of inestimate value to the station-owners. (Note: Not to be confused with radio-station owners . . . our vast areas of sheep and wheat property are not called "ranches" but "stations".)

Pleaders of Causes

Again, in the cities themselves, the radio stations are thick. For instance, in Sydney, New South Wales, where I lived and worked in radio, there were eight stations and one shortwave station—that, mind you, in the city proper, which is four miles square. It might be surprising to know that a station may reflect the views of the owners; for instance, in Sydney there is a Catholic station, a Theosophist station, a Labour-party station, and one which was once controlled by a Council of Churches, which forbade programs sponsored by manufacturers of tobacco, or drink in any form, the mere mention of "cocktail gowns" and had no commercial programs at all on Sundays.

The Catholic station has church sessions in the mornings, but then, so do many of the other stations. The Theosophists aired their views very little and have ceased altogether now, I think; the Labour Party used to get out of hand occasionally, but now is very well-behaved and leans heavily towards the sporting element, with excellent play-by-play commentaries on cricket, football, wrestling, and racing—which is the Australian national sport—and other activities. In an election, all stations are utilized for campaigning.

Quite a few of the Australian commercial stations operate 24 hours a day, though the usual close-down is at midnight. A few more close at 2 a. m. and reopen at 4. Here is a very brief programme of a 24-hour Sydney station: 4 a.m. calls and breakfast session to New Zealand . . . a four-day sea trip distant and not "just alongside"; 4:30 till 6:30, rural reflections, including weather, stock, and market reports; 6:30 the BBC news; 7 till 9, breakfast sessions and bright music for those going to work, with frequent time signals—a blessing, believe-you-me!

A Busy Day

Also at this time, there are occasional relays from England. From 9 till midday, multitudinous housewive's and educational sessions; from midday till the *Kiddies Hour* (five-o'clockish) women's interests, relays from race courses and other sporting events, book reviews and readings, national-education programmes, music and cocktail hours; children's programs; 6 till 8 p. m. dinner music, national-hookups of the Commonwealth's favourite sketches which include locally-written sketches and also American transcriptions—a lessening of the latter, so I am written, since the War put a terrific tariff on importing discs. From 12 till 2 a.m., personality announcers present records of anything from sweet to slumbrous to classical to hot; late-party and whoopee hours; cheerio calls, musical pot-pourri; and from 2 till 4 a.m. hospital nurses supper session. Even most of this midnight-till-dawn time is sponsored, usually in 15 or 30-minute programs. And it's amazing the number of people who listen-in during the wee sma' hours!

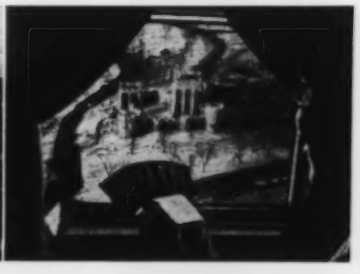
I was highly amused to hear one engineer say "Well, of course, in Australia you have nothing else to do but listen to the radio". Actually, it's the most difficult thing in the world to make an Australian either sit still or sit inside and listen to the radio. Remember, Australia is a country with a heavenly climate—California weather nearly all the time—with racing, yachting, surfing, swimming, shooting, riding, skiing, motoring and heaven knows what else to be had at the snap of a finger.

Beware! Propaganda

There is, incidentally, a delightful spirit of cameraderie and informality in the broadcasting community there; everyone seems to know everyone else. Another thing I have found surprises American radio people; that all Australian broadcasting stations have their own commercial copy departments. Not so much radio work is handled by advertising agencies. This has a two-fold advantage: One is that it cuts out the "middle-man" a saving in both time and efficiency, to say nothing of his commission; and the other is that the copywriters, spending their days as they do in company with their program-selectors, continuity writers and announcers, can get a more comprehensive view of the whole program and knowing the announcers so well, can individually tailor their copy.

They know which announcers are serious, flip, ponderous or apt to ad-lib . . . and prepare their copy specially for each one. For instance, the sales manager lines up his prospective sponsor, the star salesman contacts him, gets the contract, takes the copywriter and announcer selected out to meet the sponsor, to view his goods and perhaps try them out, the copywriter goes into a huddle with herself (I am inclined to think there are more 'shes' than 'hes' in Australian copywriting, which is greatly to be desired) and the announcer, writes the copy, which is then corrected and O.K'ed by station departments and the sponsor, and then put on the air. The sponsor is accordingly pleased because he knows that the copywriter knows what she is talking about, and the announcer chosen is the man with the voice most suitable for that particular type of copy and product.

I could go on for hours, for I'm highly enthusiastic on the subject of the "right copy for the right sponsor", and think that one hundred words should be the maximum wordage for any copy—in fact, the briefer the better. But this is getting personal, so I'll close hoping that this brief survey will give you something of an insight into radio conditions in Australia, which is after all, quite Americanized, and far prefers American broadcasting methods to that of any other nation.



WINTRY good fun was the rule early in February during the 10-day Winter Carnival in St. Paul, and Twin City stations shot the works in picturing the winter sports events and parades. At left, Graham McNamee, back in his native haunts, grins broadly as he interviews King Boreas VI (in private life Contractor Joseph L. Shiely), high muckamuck of the frigid festivities, during an NBC-Red pickup through KSTP, St. Paul. At right, Frank Devaney, production manager of WMIN, Minneapolis, gives a birds-eye description of the Ice Palace, erected annually in St. Paul's Como Park as the focal point of Winter Carnival activities. At the moment he was 2,500 feet up in a Northwest Airlines plane covering the five-mile parade held as a feature of the celebration.

KWEW, Hobbs, N. M., on Feb. 13 was granted full time in lieu of daytime operation on 1500 kc., with 100 watts.

AFM Establishes Rate of $18 Per Man For Commercial, Library Recordings

RATE of $18 per man for recording a quarter-hour transcription, whether for commercial or library use, has been established as scale by the executive board of the American Federation of Musicians, the makers of transcriptions have been notified by Fred W. Birnbach, AFM secretary. This action, nullifying a previous union ruling that each number recorded on a library transcription should be considered as a separate and complete program to be paid for at the full quarter-hour rate, confirms the preliminary report [BROADCASTING, Feb. 1].

New ruling, however, shortens the time of rehearsing and recording a 15-minute program from 75 minutes to 60 minutes, adding a charge of $3 per man for each quarter-hour or less of rehearsal overtime. This, according to transcription manufacturers, is tantamount to raising the rate by $3 per man, as a full hour's rehearsal is essential to secure a good performance on the recording.

NBC to Protest

Union also states that "if 15 minutes of recording is finished and additional recording is made, then for each five minutes or less of recorded music" there will be an extra charge of $6 per man, with 20 minutes allotted for rehearsal and recording. Since this would apply to programs of 20 or 25 minutes duration, which are practically nonexistent in American radio, this special rate seems somewhat pointless.

These new rules, which do not apply to local or non-commercial transcriptions or to auditions, such services coming under local autonomy, the letter states, are effective immediately, superseding all previous wage scales. No mention is made of the special $24-per-man rate for half-hour transcriptions allowed by the union for a brief period last fall, so that is understood to be eliminated. Transcription producers are believed to be generally satisfied with the present ruling, however, which is considered a victory in view of the proposed charges which would have increased the cost of library service numbers to a prohibitive level.

NBC is expected to make a formal protest to the AFM regarding its decision to charge 50% of the regular scale for transcriptions of educational programs made at the time these programs are broadcast on the network. Since these recordings entail no extra effort on the part of the musicians, and since NBC is selling them for educational use only to schools and colleges on a non-profit basis, the network believes it should be permitted to do so without any extra cost for musicians.

The limited distribution of such recordings, made to allow classroom use of educational network programs at times more convenient to the schools than the times of the network broadcasts, would make this charge of the musicians an appreciable increase in the cost of making these discs, even where only a small orchestra is involved. In the cases of such programs as those of the NBC Symphony Orchestra or the Damrosch musical broadcasts the 50% musician surcharge would be prohibitive.

Radio Research Project Will Move to Columbia

THE SO-CALLED Princeton Radio Project, set up several years ago with the support of the Rockefeller Foundation, will on March 1 transfer the scene of its activities from Princeton U to Columbia U. Paul Lazarsfeld remains as director of the project, whose broad objective is to study the effect of radio on American life. In place of the former associate directors will be an advisory board, consisting of Frank N. Stanton, CBS director of market research, who was formerly an associate director of the study; Robert S. Lynd, professor of sociology at Columbia; Lyman Bryson, professor of education at Columbia's Teachers' College, and H. S. Brucker, associate professor of journalism at Columbia.

A special issue of the *Journal of Applied Psychology* last spring was devoted entirely to the work of the Princeton Project, including some 20 papers on various phases of the radio research [BROADCASTING, April 1]. A study of the panic reaction to the famous Orson Welles "War of the Worlds" broadcast conducted by the project is now on the press and should be ready about March 1. A comparative study of the various means of measuring radio audiences and audience reactions, made by the project under the supervision of Dr. Stanton, is now being written up by Dr. Stanton, and will be published late in the spring.

Vanti May Add

VANTI PA-PI-A Corp., New York, which has been promoting its new melon drink on WIOD, Miami, and WNEW, New York, for the past few months, on Feb. 12 started daily spot announcements on WDBO, Orlando, Fla., in connection with its newspaper campaign in Atlanta, Georgia and Florida. More stations may be added. Erwin, Wasey, New York, is agency.

The Thomas in Boston

THE THOMAS, scalp specialist, has started a daily five-minute program on WCOP, Boston, using the 8:10-8:15 a.m. period. The company has offices in 45 cities. The WCOP programs are announced by Russell Offhaus, with music from World library. Free examination is offered listeners who mention the broadcast, as well as a book on care of the scalp.

Tootsie Roll Spots

SWEETS Co. of America, New York, will start a compaign for Tootsie Rolls the end of February using daily transcribed announcements in seven or eight major markets. Details have not all been arranged. Biow Co., New York, is agency.

MRS. F. E. FITZSIMONDS, wife of the general manager of KFYR, Bismarck, N. D., died Jan. 30 in Bismarck following an operation. She was 39 and the former Jean Stearns, of Crystal, N. D. She is survived by her husband, her mother, four sisters and a brother.

SOCKED BY PUCK was Jack Todd, manager of KANS, Wichita, while covering a hockey game the other day. Here he is in the dressing room. Six stitches were taken over his left eye where the wild puck struck him. He was back at the microphone, however, shortly afterward.

STATION DAMAGED BY GEORGIA STORM

WITH its 156-foot vertical radiator torn down and studio and other equipment damaged by wind and rain in the tornado which struck Albany, Ga., early in the morning of Feb. 10, WGPC set up emergency transmitting equipment and cooperated with civic and relief officials in maintaining local and outside communications. Although communications systems generally were out of order for hours after the tornado struck, the shortwave transmissions made possible through the cooperation of the station were credited with maintaining communications during the emergency period. The station was put out of operation about 15 hours, during which time the shortwave operations were carried on.

WRBL, Columbus, also owned by the Woodruff interests, sent a special events crew to Albany, which with the WGPC staff, originated a special half-hour program fed to WRBL, WATL, Atlanta, and WMAZ, Macon, during which Gov. Rivers, and D. W. Brosnan, Albany fire chief, and W. B. Haley, mayor of Albany, were interviewed.

In addition to the damage to WGPC, which is owned by J. W. Woodruff Sr., of Columbus, and managed by Stewart Watson, the storm did damage estimated at between seven and nine million dollars in the city, demolishing much of the business and residential section and killing 17 persons. The community was placed under martial law immediately after the tornado.

Planters Using 12

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., is starting a campaign for Planters Peanuts of one-minute transcribed announcements twice daily, five times weekly on 12 stations in New England and Florida. Starting dates range from Feb. 12 to May 20. J. Walter Thompson Co., New York, is agency.

Scott's Big List

SCOTT PAPER Co., Chester, Pa., on March 11 will start a campaign for Scott towels using thrice-weekly participations on homemaking programs on a large list of stations, not yet announced. J. Walter Thompson Co., New York, handles the account.

WKY, Oklahoma City, on Feb. 11 started a weekly competition for high school bands, offering a silver cup to the winning school.

FCC Still Silent On Lease Pacts

Licensees Not Informed as to Provisions of Citations

LICENSEES of eight stations, all assigned to clear channels and operated under so-called management contract, were still in the dark Feb. 13 as to the issues they would have to meet under the renewal citations ordered Jan. 30 by the FCC.

Notices of hearing have not yet been released by the Commission and as a consequence no hearing dates have been set. Based on the regular FCC docket commitments, it was indicated the hearings could take place by mid-March or perhaps early April assuming no conflicts develop.

The stations were cited for hearing to ascertain whether the broadcast licensees are themselves discharging duties as licensees or have turned them over to "outside companies". Designated for hearing were the Westinghouse stations WBZ-WBZA, Boston-Springfield; KYW, Philadelphia, and KDKA, Pittsburgh, which are program-managed by NBC; WGY, Schenectady; WESG, Elmira, N. Y.; WWL, New Orleans, and WAPI, Birmingham [BROADCASTING, Feb. 1].

It was indicated that under present plans "regular procedure" would be followed and each licensee would be heard individually. However, there were possibilities of consolidation, depending upon the issues prescribed. Moreover, there is the possibility that several of the hearings will be held away from Washington.

Likelihood of similar notice to other stations operated under management contract is foreseen, though these are not expected to arise until the next batch of license renewals falls due April 1.

Some question has arisen regarding the reason for citing the stations for renewal, particularly since the same subject matter was covered and much testimony adduced during the network-monopoly hearings of latter 1938 and early 1939. It was felt in some quarters, it is understood, that the issues could be treated in the network monopoly report.

It was considered likely the principal issues will be whether or not a management contract actually constitutes a transfer of license within the meaning of Section 310 of the Communications Act. Also involved is the issue whether the law contemplates that a licensee is foreclosed for designating an "agent" to conduct his affairs.

Princess Pat Amateurs

PRINCESS PAT Ltd., Chicago, on Feb. 26 will start James J. Walker, former Mayor of New York, as m.c. of the *Original Amateur Hour* on WHN, New York, to be presented Mondays, 9-10 p.m. from the stage of Loew's State Theatre on Broadway. The program, one of the pioneer amateur programs, started April, 1933, with Major Bowes as m.c., and has been conducted since by Jay C. Flippen, Jack Waldron and Ed East. News commentators, sportscasters, radio announcers, students and musicians all will be presented and cash prizes will be awarded winners. Frank R. Steel Associates, Chicago, placed the account.

"That's the soil fertility map of the United States!"

● Par'm us, please, for bringing up one of these here distorted maps again, but we just couldn't resist this easy method of showing *why* Iowa is the most important agricultural state in the Union.

Actually, of all the 101,037,573 acres of Grade A land in America, Iowa has 25,983,110, *or 25.62%!*

Figure it out for yourself. One-fourth of all the *best land* in the nation (plus a lot of the second-best, too)—covered *completely* by one 50,000-watt radio station, situated at the very heart and center of the territory. That, in itself, would automatically make WHO the country's leading farm station—even if we didn't give our millions of listeners the most entertainment, the most news, the most *showmanship* that money can buy. . . . Would you like some *details?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Highest Court Hears Competitive Issue

Survival-of-the-Fittest Theory Is Argued in Dubuque Case

THE WHOLE question of competition between broadcast stations—involving determination of the issue whether it shall be "survival of the fittest" or a limitation on licensing of new stations where ruinous competition might result—was placed in the lap of the U. S. Supreme Court Feb. 9 in final arguments in the Dubuque case. The court may render its opinion Feb. 26, though it is possible the ruling will not be forthcoming until a subsequent Monday "decision day."

From William J. Dempsey, FCC general counsel who espouses the free competition theory, and Louis G. Caldwell, first general counsel of the Radio Commission and counsel for WKBB, Dubuque, Ia., the court heard diametrically opposed viewpoints. Questions from the bench were frequent, with much emphasis placed by the justices on the intent of Congress in permitting appeals from FCC actions on the contraverted competitive issue.

Recent Rulings

The new ruling will come hard on the heels of a precedent-making unanimous decision by the highest tribunal Jan. 29 in which it gave the Commission a freer hand in dealing with applications for new stations and eliminating all questions of priority. In deciding the so-called Pottsville and Cheyenne cases [BROADCASTING, Feb. 1], the court reversed the U. S. Court of Appeals for the District of Columbia in an opinion applicable to both cases and gave the Commission broadened powers in devising its own procedure. In the Pottsville and Heitmeyer decisions, legal observers were inclined to feel that the court indicated a view which might logically be applied in the more fundamental "free competition" case in favor of the Commission's philosophy. Following the argument on the Dubuque case, however, and based on questions from the bench, many observers were inclined to modify their prognostications. The questioning was far more pointed and vigorous, with practically all justices participating in it. In some quarters it was felt a divided opinion might result.

Opening the argument, Mr. Dempsey explained that the issue arose from the FCC action of July 2, 1937 in granting the application of the *Telegraph-Herald* for a new station in Dubuque, Ia., from which WKBB appealed, raising the question of the inability of the community to support the additional station. WKBB appealed to the lower court, which reversed the Commission's decision, holding that the economic issue should be taken into account. Afterward the FCC sought Supreme Court review, raising the question of the right of the lower court to entertain the WKBB appeal on economic grounds.

Mr. Dempsey argued that WKBB did not have an appealable interest, under the Communications Act of 1934. He held that the broadcasting business is not subject to the same character of regulation as railroads and that broadcasters are not subject to rate regulation or limitation of profits. He contended that competition is the most forceful element in providing better radio service for the public and that the statute itself did not contemplate any protection for existing licensees from the competition of other stations, even if forced to extinction.

Father & Son

IT WAS the "big moment" for William J. Dempsey, 33-year-old FCC general counsel, when he stepped before the Supreme Court bench Feb. 9 to argue the fundamentally important Dubuque "free competition" case. It was also a thrill for another Dempsey who found himself a seat in the back row—his father, Rep. John J. Dempsey, (D-N. Mex.).

Chief Justice Hughes and Justices McReynolds and Stone frequently interrupted Mr. Dempsey, stressing particularly the intent of Congress with respect to the right of appeal of parties whose interests are "adversely affected". Significant also were questions raised in connection with the requirement in the Act that the financial responsibility of applicants be regarded as a condition precedent to the granting of a license, as opposed to the Commission's contention that unlimited competition does not constitute an appealable interest.

A Matter of Facilities

There were also frequent questions from the bench regarding electrical interference and whether that was a consideration in the granting of new facilities. Mr. Dempsey pointed out that no question of that character was involved in the Dubuque situation. Replying to Justice Frankfurter, he said the intent of Congress regarding financial qualifications of applicants was to insure proper service to the public because of the limited number of facilities available, and that it did not have any competitive significance.

Mr. Dempsey argued that nowhere in the statute did Congress indicate any intent to guarantee freedom from competition. He said the statute did not distinguish between stations which sell advertising or those authorized for purely non-commercial or non-broadcast pursuits, such as ship, aviation, amateur or other stations. Broadcast stations are in the same position as newspapers and may, without any requirement, permission or hinderance, enter into advertising pursuits. Consequently, he declared, there is no regulation of profits or of rates and no protection against competition.

Mr. Dempsey argued that the issue of competition is wholly irrelevant and that should the *Telegraph-Herald* station give good service, it will win listeners even though it may adversely affect WKBB business.

Right of Appeal

Mr. Caldwell began his one-hour argument with a summary of his view of the FCC position, which he contended was that it has no power or authority to take into account the ability of a community to support an additional station. Moreover, he said, the Commission takes the position that no one has a right to appeal other than one who is denied a facility.

Unlike Mr. Dempsey, Mr. Caldwell was not subjected to as many questions by the court. He challenged the Commission contention that findings are unnecessary and that it is under no compulsion to follow "due process". Under the Commission's construction of the statute, he said a hearing was "an empty formality".

Citing the Dubuque situation, Mr. Caldwell said WKBB is losing money and that the competition of a station operated in conjunction with a newspaper would prove disastrous. Moreover, he pointed out that the situation might be one wherein the city would have both its own radio station and its newspaper operated by the same interests. He argued the FCC had not contended when the appeal originally was taken to the court below that there was no appealable interest.

Interpreting the intent of Congress in the Communications Act and in prior statutes, Mr. Caldwell insisted that unlike the Commission's interpretation, every assumption is that there have been previous hearings in cases. He said the legislative history tended to prove that Congress contemplated an appeal on the economics question. As a matter of fact, he said, several appeals had been taken to the lower court on the economics question and that in those instances the matter of appealable interest had not been raised by the Commission.

Cites Annual Report

The essence of injury to existing stations is loss of listeners, Mr. Caldwell contended, which can come through the assignment of a new station on the same wave length with a resultant loss in coverage or in a case such as the Dubuque situation where another station would be licensed to divide the audience. In either instance, the existing station stands to lose listeners and, as a consequence, business.

Mr. Caldwell argued that the Commission itself as recently as its last annual report, had taken cognizance of the question of adequate economic support in allocating facilities. In this respect, he had also cited in his brief filed with the court Feb. 7 a number of decisions of the Commission which he contended indicated consideration of the competitive and economic question.

The requirement of due process must be exercised, Mr. Caldwell declared, asserting the Communications Act is not intelligible otherwise. The hearing section of the Act particularly has no meaning unless competitive matters are considered, he declared.

In conclusion, Mr. Caldwell called attention to the FCC decision in the Heitmeyer case, and pointed out that no question of interference was involved in Cheyenne and that it was simply a situation wherein two applicants were applying for this facility with the issue purely economic. The FCC in that instance, he said, appealed to the highest tribunal, with the issue in fact that of whether a municipality of the size of Cheyenne is entitled to more than one station.

Opening his rebuttal, Mr. Dempsey was asked by Justice Stone if the financial ability of an applicant is not an important factor. Mr. Dempsey said the Commission is required by statute to pass on financial qualifications but that the competitive factor had no bearing even if the existing station might be destroyed. Both Chief Justice Hughes and Justices Stone and McReynolds pursued this line of questioning.

The Chief Justice observed that he was at a loss to see how the public interest could be served under a Congressional mandate which so tied up an administrative agency. Mr. Dempsey, however, contended that it resolved itself into a question of damage without injury.

Both the Commission and WKBB counsel were given authority to file supplemental briefs with the court.

The austere courtroom took on a radio appearance, with virtually the entire membership of the FCC and its legal staff on hand, along with a substantial portion of Washington's legal radio fraternity.

KPO-KGO, San Francisco, and Sherman, Clay & Co., local music house, recently cooperated in the display and demonstration of the latest RCA facsimile transmitter and printer equipment in two windows of the store. Here Winton Teel, RCA demonstrator who lectured thrice daily during the showing, points to a front page of BROADCASTING coming through the facsimile printer.

FINANCIAL Advertisers Assn. will hold its 1940 convention Oct. 26-30 at the Homestead, Hot Springs, Va.

Recipe for FOOD ADVERTISERS

"Take a large area, rich in agriculture and industry. Place a powerful radio station in the heart of that area. Through years of intensive service build an audience that is interested and loyal. Season thoroughly with features and programs which meet the specific requirements of that audience. Then concentrate your advertising message on that station."

Of course, we're referring to WLS. Month after month and year after year the great Mid-West radio audience continues to show a most unusual response to advertising over WLS. We'll be glad to prove that statement with specific and detailed facts covering the great 4-State Area (Illinois, Indiana, Wisconsin and Michigan).

To find out what WLS can do for your product—just ask us or any John Blair man.

George Rector, famous wherever good food is mentioned, was interviewed by Harriet Hester of WLS during National Food Week. Mr. Rector is food consultant for Wilson and Co.

FEATURE FOODS

Here is a participation program which is bringing phenomenal results to a constantly growing number of food products manufacturers. If you want to increase your sales through grocery stores in the Chicago area, be sure to ask for the complete story of this unusual advertising and merchandising plan—with proof of the results which are being secured for others.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

Mexican Network Plans to Expand

More Exchanges of Programs With U. S. Are Foreseen

NEGOTIATIONS are in progress between the American networks and the recently formed La Red Pan Americana (Pan American Network) of Mexico, now being fed the weekly *Ford Sunday Evening Hour* on a commercial basis from CBS [BROADCASTING, Nov. 1], for further exchanges of programs. Victor E. Creighton, representing the hookup of 12 Mexican stations, was in the United States in early February to confer with network officials and reported satisfactory progress.

The Mexican network, whose outlets cover approximately 16,000,000 of Mexico's 19,000,000 population, was inaugurated last Oct. 29 when it began carrying the weekly Ford program over Class A lines with pickup at KTSA, San Antonio. N. W. Ayer & Son, Ford agency, and CBS officials arranged for the outlets. Since then, operating independently of the ownership of its outlets, the network has added various Mexican food, cigarette, hat and brewery accounts and is hooked up for some eight hours weekly.

Plans Expansion

According to Mr. Creighton, who is a Mexican-born American citizen and holds Mexican citizenship rights, it is planned this fall to operate the network about 14 hours a day carrying sponsored and sustaining programs. Expansion plans envisage carrying more sponsored programs of American origin as well as exchanging sustainers with the U. S. networks.

Already the network has carried the Saturday night Toscanini concerts through NBC-Blue on a sustaining basis, and in turn has fed NBC a Tuesday afternoon program of Mexican music from Mexico City.

One of the prime movers in the organization of the network was Emilio Azcarraga, owner of XEW and XEQ, Mexico City, and president of the Mexican Assn. of Broadcasters, which was largely instrumental in procuring Mexican ratification last December of the Havana Treaty.

Mr. Creighton, formerly with the old Southwest Broadcasting System when it was owned by the A. P. Barrett interests and later when its stations were purchased by Hearst Radio, maintains headquarters at Calle Ayuntamiento 54, Mexico City, and at 204 Bushnell Place, San Antonio.

The stations of the network are all independently and privately owned. They are XEG, Monterrey; XEAS, Saltillo; XETB, Torreon; XECZ, San Luis Obispo; XEQ, Mexico City; XES, Tampico; KEPP, Orizaba; XEAG, Cordoba; XEU, Vera Cruz; XED-XELW, Guadalajara; X E A, Campeche; XEZ, Merida. All but the latter two, which are in Yucatan and are fed via shortwave from Mexico City, are connected by regular land lines.

SPEAKING from his home in Washington, Arthur Sears Henning, veteran Washington correspondent of the *Chicago Tribune*, has resumed his Sunday, 7-7:15 p. m. (CST), broadcasts on the political scene via special line to WGN.

Mr. Roosevelt Supports Opera Drive

THE WHITE HOUSE
WASHINGTON

January 31, 1940

Dear Dave:

I want you to count me among the thousands of radio listeners throughout the nation who wish the Metropolitan Opera to continue, and to go on to greater glory. Very often, on Saturday afternoons, when my work is done I have listened to the opera broadcasts and have enjoyed the music which this modern miracle has brought into my study in Washington.

Grand opera has now become, in a real sense, the people's opera rather than the possession of only a privileged few. I know that all our citizens for whom this field of entertainment and culture has taken on a new democratic significance wish the Metropolitan to continue to maintain its leadership. In some countries, opera is subsidized by the government; here it depends only upon those who have love for immortal music.

With all good wishes for the success of the campaign.

Very sincerely yours,

Franklin D. Roosevelt

Mr. David Sarnoff,
Chairman, Radio Division,
Metropolitan Opera Fund,
New York, N. Y.

GEORGIA GOVERNOR GRANTED STATION

THE FIRST instance of a new station grant to the sitting governor of a State was recorded Feb. 7 when the FCC authorized Gov. E. D. Rivers, of Georgia, to construct a new local station at Valdosta, listed in the 1930 census as a community of 14,000 in the extreme southern end of the State near the Florida boundary. The station, granted without a hearing, is to operate with 100 watts night and 250 day on 1420 kc. The grant was in the name of Gov. Rivers as sole owner.

While prominent political figures frequently figure in the ownership of some radio stations, few have applied for new station grants singly as sole owners. Various State and local officials, frequently mayors and ex-mayors, have been prominent among new station grantees—notably, in recent years, former Mayor John T. Alsop of Jacksonville, chief owner of the new WTMC, Ocala, Fla., and former Mayor Fred Baxter of Superior, Wis., owner of the new WDSM there.

AUTHORIZED for construction last Nov. 1, the new WHOP, Hopkinsville, Ky., 250 watts on 1200 kc., is now in fulltime operation with Hecht S. Lackey as managing director and Ernest Lackey Jr. as commercial manager. Head of the licensee corporation is Pierce E. Lackey, who also operates WPAD, Paducah, Ky.

Stein Bros. on 40

STEIN BROS., New York (clothing chain), through Allied Adv. Agencies, Los Angeles, in a national campaign, on Feb. 15 started using a series of one-minute transcribed announcements featuring Don Wilson on more than 40 major stations.

New Twin City Applicant Protests WLOL Grant

WITH none of the existing Twin Cities stations objecting to the FCC's Jan. 18 grant of a new 1,000-watt fulltime station on 1300 kc. in Minneapolis [BROADCASTING, Feb. 1], William H. Amesbury, publisher of the local *Shopping News, Golfer & Sportsman* and other publications, on Feb. 7 filed an application for a new 500-watt fulltime station on 630 kc. in the same city. At the same time Mr. Amesbury filed objections to the authorization of the new WLOL, as the station on 1300 kc. is to be known. He asks that the Commission's order granting the station without a hearing be set aside and scheduled for hearing jointly with his application.

The WLOL grant was to Independent Merchants Broadcasting Co., headed by John P. Devaney, former chief justice of the Minnesota State Supreme Court and first president of the National Lawyers Guild. He holds 166 shares of the issued stock, with W. A. Steffes, local theatre man, holding 78 shares.

NBC Aiding Met. Opera In Campaign for Funds With Special Programs

TO FURTHER public interest in the radio drive for funds for the Metropolitan Opera Assn., NBC on Feb. 8 started a series of half-hour programs, titled *Remember the Met*, heard Thursdays, 11:30 p.m.-12 midnight, featuring world-famous opera artists and "behind the scenes" personalities connected with the Metropolitan.

Following announcement Jan. 27 by David Sarnoff, president of RCA, of the Metropolitan's radio campaign, prominent speakers have been presented during the intermissions of the operas broadcast each Saturday by NBC as another feature of the drive. These intermission talks will give the radio audience a cross-section of American opinion on the value to this country's culture of Metropolitan Opera.

NBC is also sponsoring a letter-writing contest in connection with the radio drive, offering for the best 100-word letter on "What the Metropolitan Opera Broadcasts Mean to Me," a trip to New York and the honor of being the guest of NBC and the Metropolitan at the 1940-41 season's opening night. An alternative prize of a pair of seats for each week during the coming opera season is offered for the benefit of a possible winner living near New York. The contest was announced Feb. 3 during an "intermission talk" of NBC's matinee broadcast and will close March 23. At the same time on Feb. 3 a letter to Mr. Sarnoff from President Roosevelt was read to the radio audience.

Of $216,000 in contributions reported to date, $80,000 has come from radio listeners in response to the appeals broadcast during intermissions of the opera on Jan. 27 by Mr. Sarnoff and on Feb. 3 by Mrs. August Belmont and Miss Lucrezia Bori, vice-chairmen of the radio division of the campaign. Mrs. Belmont is also serving as head of the board of judges for the letter-writing contest, other judges including Dr. John Erskine, a director of the Opera Association; Dr. William Lyon Phelps, professor emeritus of Yale U; Mrs. Vincent Hilles Ober, president of the National Federation of Music Clubs, and Dr. Howard Hanson, director of the Eastman School of Music.

Olsen Acquires Holdings Of Wasmer in Olympia

TOM OLSEN, manager and chief stockholder of KGY, Olympia, Wash., will become majority stockholder under a deal for which approval of the FCC is being sought whereby he would purchase the holdings of Louis Wasmer, also owner of KHQ and KGA, Spokane. Mr. Wasmer would sell his 52 shares, par value $100, to Mr. Olsen, who already owns 75 shares. An additional 52 shares is held by Archie Taft, operator of KOL, Seattle, Mr. Wasmer's brother-in-law, but Mr. Taft will retain his holdings. Mr. Wasmer also owns 42.3% interest in KOL.

The deal supersedes a previous one whereby a group headed by J. Elroy McCaw, manager and part owner of KELA, Centralia, Wash., was to purchase all of KGY for a reported price of $25,000.

YOU GET MORE

BECAUSE OF THIS

1000 WATTS

NEW HIGH POWER TRANSMITTER

5000 WATTS

DAY AND NIGHT

MORE LISTENERS
MORE MARKETS
MORE SALES

AT NO INCREASE IN RATES

WXYZ DETROIT

NATIONAL REPRESENTATIVE, PAUL H. RAYMER COMPANY

Copy That Clicks--A Friendly Approach

High-Power Adjectives and Cliches Ruin Many A Radio Commercial

By FRANK BAKER
Continuity Editor, WLS, Chicago

IN AN ERA of superlatives, the straight-forward and friendly suggestions of a sincere announcer are likely to prove more effective than all the flossy adjectives that Roget can crowd into a thesaurus. At least that's the way Mr. Baker feels about it, after penning mail pullers for WLS, Chicago. He has observed the impotence of potent verbiage and the power of a warm approach. To bring out his point he takes typical high-pressure plugs and rewrites them into the sort of commercials proved effective at a 50,000-watt station proud of its mail-pulling.

ANNOUNCER: Listen ladies! We have a sensational announcement of a special offer good this week only. Listen carefully and then take advantage of this amazing opportunity at once! Send a box top from a bottle of Blank, together with a dime, and we'll see that you get a wonderful paring knife with stainless steel blade that any woman would be proud to use. This fine new paring knife will be mailed at once for a Blank carton top and a dime, sent to Blank, care of this station. Do it today! Blank is the amazing new breakfast food that the whole family enjoys!"

And there you have an announcement that may pull on some radio stations, but when we're asked to put copy like that on WLS it makes us very unhappy. On a rainy day, with everyone sitting home in front of the radio, it might bring in a dozen box tops, but we won't bet on other days. There are a number of good reasons why we believe it won't click and these reasons are based on the experience of the last ten years and a study of more than 10 million letters WLS has received during that time.

Another Way

Before going any farther, let's have it understood that a study of these letters leads to no mysterious formula that will make all copy click. However, we have come to believe in certain principles that should be followed to get the most effective results from a radio announcement whether it's used as a spot or as part of a sponsored program. These principles are elementary and yet it is surprising how often they are violated.

Suppose we take that paring knife offer as an example and be more specific. Offhand I should say that the announcement given above is not long enough to tell the story and make the offer. The advertiser needs more time in which to give his copy the right kind of appeal and make the listener interested enough to send box top and dime. In the second place the writer has scooped up a half-dozen cliches and linked them tritely into an announcement that is not sensational nor is the offer exactly amazing. the words "sensational" and "amazing" may be defended by some advertising men as "tested" words, but not according to our test. Whatever value they may have had in the early days of radio, advertising has been lost on listeners who are not as gullible as they may once have been.

It's like constantly waving a circus banner and never delivering the elephants. If the knife is worth offering, there are honest, familiar adjectives that will prove it to a housewife. And anyway, she probably never in all her life has seen a paring knife that would "stupefy, bewilder or confound" her as Webster indicates would be the case if she were "amazed".

Suppose we stop trying to write a terrific piece of copy and just sit down at the typewriter and imagine we are about to visit with one mild and pleasant housewife alone in her kitchen doing up the ironing while the radio is on. Instead of building up her boxtop-resistance with a staccato attack, let's be reasonable about the whole thing and try a little persuasion. Words cost money and we can't afford to waste time muddling through just for the sake of being friendly.

But at WLS we have come to believe that it isn't a waste of time to be natural and informal and our continuity is planned as though it were intended for good friends who listen day after day and whose confidence is not to be violated by a passing plunge into hysterical sales promises.

At the risk of understatement we kill questionable superlatives and try to tell the truth in an easy, breezy way. And to seasoned copywriters who may consider this approach naive, we only comment that such naivete has won the confidence of the WLS audience at the rate of better than a million letters a year.

The Friendly Approach

But let's get back to that paring knife story and try not to write it the hard way . . . Maybe we could begin something like this:

"ANNOUNCER: How many of you ladies need a good sharp paring knife to peel potatoes and other vegetables? Did I hear you say *you* need one? Well, here's your chance to get a brand new knife practically as a gift from the makers of Blank breakfast food. It's a good sharp paring knife with a stainless steel blade and a patented wooden handle that is riveted on to stay and fits snugly into your hand so that your forefinger rests comfortably on the handle. It's an excellent knife — made to sell for 35c if you could buy it in the stores. But it isn't for sale over the counter—no ma'am! This dandy paring knife made with a stainless blade of high carbon steel will be sent to you for only 10c and a Blank box top. Just mail your dime and the box top to BLANK, care of WLS, Chicago. Get your box of Blank today, and find out how much the whole family enjoys a delicious steaming bowl of BLANK for breakfast. Then tear off the box top and mail with your dime to BLANK, WLS, Chicago. Your stainless steel paring knife will be mailed at once, postpaid. But don't put it off till it slips your mind . . . better make a note of it right now while you think of it. Just a box top and a dime to Blank, WLS, Chicago for your paring knife."

And there you have it—not a perfect announcement but typical of the selling psychology that has proven effective on many proof-of-purchase campaigns. Why? In the first place because the announcement set out to do one thing only and did not deviate from that job. Even the institutional story of the sponsor's breakfast food was definitely subordinated to the paring knife on the theory that if an offer is to be used at all it should be given complete attention.

FRANK BAKER

By selling the offer you sell the product in a campaign of this sort. Naturally, such a sales attack presupposes that the product has thorough distribution and that its story has been so well told that pioneering is not necessary to break down sales resistance with the listener.

Out Goes a Neck

But suppose you have an account that is not well known and must sell itself against stiff competition in an established field. The client, a manufacturer of livestock feeds, is willing to agree that the station you select has an audience but demands proof that it is the audience *he* wants. Then you decide to stick your neck out and give away literature on his poultry feed, hoping your copy will click and draw sufficient mail to prove out your attack. Fortunately the client cooperates in getting up a well-planned book for poultry raisers that goes beyond the story of the feed and brings practical money saving tips to poultrymen in addition. It also has pages for entering egg production records. With this to work on you plan a copy attack and begin like this:

"ANNOUNCER: Good news for poultry raisers! It isn't too late to help your layers give you more of those high-priced winter eggs! Give them LIVESTOCK LAYING MASH and then keep a careful record of their egg production. Get the most results from your flock this winter by feeding LIVESTOCK LAYING MASH. You can send for a free booklet explaining how you can work toward higher production by mailing a post card to Livestock, care of this station . . ." and so on.

This rambling attack will to some extent publicize the Laying Mash but certainly will not result in many inquiries even though later in the announcement a barrage of "send for your free booklet today" sentences are inserted. A better way to make this copy click would be to handle it along this line:

"ANNOUNCER: You alert poultry raisers are in business to make money. That's why every single one of you should send for the free booklet called "More Money from Your Poultry" offered by the makers of Livestock Poultry Mash to help you make more money on your poultry this winter. This valuable booklet contains practical advice on feeding, shelter and other money-saving short cuts to greater egg profits for you and also tells of the remarkable egg records made in actual tests by users of Livestock Laying Mash. Turn through the pages of this helpful booklet—see for yourself why progressive poultry raisers are choosing Livestock Laying Mash. . ." and continue with selling points on Livestock Mash and an emphatic closing of the offer.

The first piece of copy will not

(*Continued on page 70*)

CREATORS OF A FIXED HABIT...

● Every poll of opinion—private and public—substantiates the top N.A.B. ratings held by these brilliant NBC Basic Red Shows. Here in the 8th U. S. Retail Market, these shows have established a fixed habit among radio listeners—the habit of staying turned to KSTP. It's easy to understand why! Over 73% of the most popular national programs *plus* outstanding local shows *plus* a long record of "Firsts" in news and local affairs *plus* 50,000 watts *in combination* make KSTP the fixed habit with the dominant audience in this area. Tell your story to this tremendous audience in this rich market at lowest cost—over KSTP.

KSTP

The Northwest's Leading Radio Station

50,000 WATTS

NBC BASIC RED NETWORK

Minneapolis, Saint Paul

Edward Petry & Company • National Representatives

Industry to Join In Rotary's Fete

Network and Disc Programs Are Included in Activity

ALL SEGMENTS of the broadcasting industry are cooperating with Rotary International Feb. 18-24, when the organization observes its 35th anniversary in its worldwide movement to spread friendship and fellowship among community businessmen. A majority of broadcast station executives are enrolled among Rotary's 210,000 membership. There are 5,000 clubs of the international organization in more than 65 countries which will participate in Rotary Observance Week.

Chesley R. Perry, secretary, and Harry Bert Craddick, assistant secretary of Rotary International, have made arrangements for nationwide radio observance of the event. In addition to network broadcasts, two transcriptions cut by World Broadcasting System are being sent to some 400 stations for local rendition.

Network Programs

The keynote of the radio observance will be to stress plans for more effective service activities of the organization in the future. In addition to the two 15-minute transcriptions, there will be an NBC-Red program from Chicago on Feb. 18; MBS will carry a broadcast from Columbus Feb. 19, and NBC-Blue is scheduled for a program emanating from Washington on Feb. 21 and another from Chicago on Feb. 22. On the latter occasion, the Chicago Rotary will play host to *America's Town Meeting of the Air*. From CKPR, Ft. Williams, Ont., on Feb. 23, a special 45-minute Rotary broadcast will originate, to be keyed over a special network.

The transcriptions, produced with professional talent, are titled "Time to Get Acquainted" and "Two Men on a Train", which depict the work of the Rotary movement. Emphasis will be placed on the origin of Rotary in Chicago in 1905 when the first club was founded to promote better relations between men engaged in different vocations in their business, social and civic contacts. Afterward, Rotary began to spread, and as a natural result of a group of community businessmen meeting in friendship and fellowship individual clubs began to recognize the evident need for better business ethics and standards.

U. E. I. Expands Campaign

UTILITIES Engineering Institute, Chicago, which is sponsoring two to five foreign and English language programs daily on WARD, Brooklyn, WEVD, New York, and WHOM, Jersey City, is adding further stations to its campaign in the East through Klinger Adv. Agency, New York. On Feb. 12, the company started a five-times weekly hour program on WMCA, New York, and on Feb. 14 started six quarter-hour news periods weekly on WGY, Schenectady. Also added are six quarters weekly on WIBX, Utica, and three quarter-hours weekly of western music on WHN, New York. More stations will be included later this month.

SCOUTS took over L. B. Wilson's WCKY, Cincinnati, Feb. 3, handling executive jobs as part of their vocational exploration work. Here Scout Paul Gilson, understudying E. C. (Jimmy) Krautters, WCKY sales manager, dictates a radio sales letter to Secretary Sara Jane Petty. Scouts all over the nation were radio-active during their anniversary period. Besides operating stations they staged programs suitable to the occasion and were lauded on many regular national and local programs.

RADIO RALLIES THE BOY SCOUTS

Over a Million Youths, Led by President, Celebrate 30th Anniversary

THROUGH radio, the nation's 1,330,000 Boy Scouts and leaders and nearly 8,000,000 other Americans who have been in Scouting sometime since 1910, were linked for the 30th birthday anniversary Feb. 8-14. High point was the White House broadcast Feb. 8 when President Roosevelt, as Honorary President of the Boy Scouts of America, made his eighth address to the Scout Movement. Sharing in the White House program, broadcast on NBC-Blue, CBS and MBS were Walter W. Head of St. Louis, Scout president, and Dr. James E. West, chief Scout executive and editor of *Boys' Life*.

Mr. Stratton

A dramatic moment in these Presidential broadcasts has been the annual re-commitment by the nation's Scouts. One bright Scout several years ago called attention to the fact that on no other occasions are so many persons at so many different places saying the same thing at exactly the same time! In the Central, Mountain and Pacific time belts, arrangements were made for Scouts to hold local gatherings in appreciation of the services rendered by scoutmasters, cubmasters and other Scout leaders. In the Eastern time zone because the broadcast was heard at 10:30 p.m., mass gatherings by Scouts were not encouraged and most Scouts heard the broadcast at home.

An Intensive Drive

Not only during Boy Scout Week itself but starting as early as Feb. 3, more than 105 major network broadcasts paid tribute to the part Scouting plays in American life.

As early as November the Scouts' national office started lining up broadcasters. "We wrote to every advertising agency and broadcast time user in the United States," said Leslie C. Stratton, public relations director. "We informed them of the coming anniversary, told them of the strength of the Boy Scouts in point of membership, past and present, and invited their participation in the celebration. The response was gratifying.

"Late in December material was sent to the managers of every station in the United States. The seven suggested spot announcements, one for each day in Boy Scout Week, averaged about 75 words. A script of a 15-minute dramatization was furnished with the assurance of active assistance from the 536 Local Boy Scout Councils that administer the Scout activities in well-defined areas. Included in the material was a suggested 10-minute radio address. In addition to the major network stations, a total of 169 independent radio stations replied that they would take part in the birthday observance.

"To show its appreciation of the cooperation of radio stations, advertisers using radio time and their advertising agencies, the national office of the Boy Scouts published an edition of 50,000 copies of a special "National Boy Scout Week News and Radio Timetable", a copy of which was sent to each of the 43,368 Boy Scout Troops and Cub Packs in the nation and its possessions. Copies were also sent to advertisers, radio stations and advertising agencies participating.

"Printed as a four-page, five-column newspaper, the 'timetable' listed by hour and day every program that agreed to mention the Scout anniversary, its sponsor and the advertising agency involved. It also contained the call letters and city of each of the network stations and the 169 independent stations.

"Throughout the year 360 radio stations are using the weekly radio scripts prepared and distributed by the Boy Scouts of America. This cooperation is helping a great deal in educating the American public on the democratic structure of the Boy Scout program which gives every boy, regardless of race, color or creed, an opportunity to learn worth-while things, to build himself physically, to enjoy life in the open and the companionship both of boys of his own age and men chosen for leadership because of their high character.

"We have much evidence that many men in the radio field today are or were connected with Scouting during our 30 years. We know from experience that Scouting will continue to furnish the radio industry a large share of its personnel in the years ahead."

CBS NET FOR YEAR OVER 5 MILLION

CBS, which in 1939 accounted for approximately 20% of gross time sales of the entire broadcasting industry [BROADCASTING, 1940 *Yearbook*], showed consolidated net earnings, subject to audit, of approximately $5,001,500 during 1939, the equivalent of $2.93 a share on 1,709,723 shares of $2.50 par value stock outstanding or to be outstanding, according to a statement issued Feb. 7 following a meeting of the board of directors.

During the preceding year, consolidated net earnings amounted to $3,541,700 or $2.07 a share.

According to the BROADCASTING *Yearbook*, CBS gross billings for time sales during 1939 amounted to $34,539,665 before the deduction of frequency discounts, agency commissions, etc. This compared with an estimated $170,000,000 gross for the industry as a whole. The networks' net earnings are derived not only from time sales but from other operations, including its artist services. Its 1938 time sales gross was approximately $27,500,000.

During the last year CBS acquired full ownership of Columbia Recording Corp. and its subsidiaries, but it was stated that this does not materially affect the consolidated earnings though they are included in the 1939 results.

The board declared a cash dividend of 45 cents a share on the Class A and B stock payable March 8 to holders of record Feb. 23.

NBC M & O Time Sales For January Rise 31%

TOTAL local and spot sales for January, 1940, on the 15 NBC M. and O. or programmed stations broke all previous records, according to announcement Feb. 8 by James V. McConnell, NBC's national spot and local sales manager. The total revenue for the first month of this year was $516,400, an increase of 31% over the January, 1939, total of $392,700.

"We have every reason to expect that 1940 will be our banner year —even over 1939—which had been the record-breaker up to this time," said Mr. McConnell. "Contracts already signed and additional ones on the way indicate that an increase of at least this much is going to be maintained right through the year."

The 15 M. and O. stations are WEAF and WJZ, New York; WENR and WMAQ, Chicago; KPO and KGO, San Francisco; WRC and WMAL, Washington; WBZ-WBZA, Boston, Springfield; WGY, Schenectady; KDKA, Pittsburgh; KOA, Denver; KYW, Philadelphia; WTAM, Cleveland.

IRVING STROUSE, publicity agent in business with Ann R. Silver Associates, has entered the radio program production business, the first show to be released, *Mr. & Mrs. New York*, featuring former Mayor Walker and his wife, Betty Compton Walker. Other productions announced are *Evans & Mayer*, a dramatic program, and *Charles Le Maire's Fashion Show*.

FOUND
....the Lost Colony

America might have had a permanent settlement in 1585 if the colonists at the early settlement of Roanoke had possessed means of communication with England. As it was, a relief expedition arrived to find the colony had vanished.

Radio would have kept Old Roanoke on the Map

TODAY, if colonists should try to settle in some remote corner of the earth, radio would keep them in constant communication with their homeland. The services of the Radio Corporation of America would do much to prevent a tragedy such as that of early Roanoke.

In the first place, the colonists would take along a radio transmitter, built by the RCA Manufacturing Company, and to operate it skilled radio technicians, trained perhaps by RCA Institutes. Then when troubles beset them, the colonists would get in touch with R.C.A. Communications —an organization that would radio their messages throughout the world. Ships, bringing relief, would be guided by radio equipment designed in RCA Laboratories and built by Radiomarine.

The two great radio networks, and the international short-wave service, of the National Broadcasting Company would be a source of news, education, and entertainment to the isolated colonists. And, they'd listen to programs with RCA Victor Radios and enjoy the delights of Victor Records played on RCA Victrolas.

Whether or not you are planning a colonial enterprise, RCA is prepared to serve you in every field of radio, television, and sound.

RCA

Radio Corporation of America

RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. • National Broadcasting Company • RCA Laboratories
Radiomarine Corporation of America • R.C.A. Communications, Inc. • RCA Institutes, Inc.

Time Allowance To Candidates on CBC Net Limited

No Restrictions Are Imposed On Private Broadcasters

By JAMES MONTAGNES

NETWORK broadcasts on the Canadian Broadcasting Corp. national network for the Canadian general election to be held March 26 are to be limited to 12¾ hours from Feb. 7 to March 21, and all election campaign speeches will be censored, it was ruled at Ottawa by a committee of the political parties, the CBC and the Canadian Assn. of Broadcasters.

There is no hindrance placed in the way of election campaign speeches over individual stations or regional networks, except that these must be paid for at usual station rates and the talks must be censored first and made from a studio without an audience.

As BROADCASTING went to press it was learned that Ottawa had ruled censoring of radio election campaign broadcasts would be up to individual station managers. As the result of political pressure, censorship of campaign radio speeches by the Censorship Coordination Committee was eliminated and station managers must see that no speech contravenes wartime censorship regulations. Only one speech was passed by the Censorship Coordination Committee, that of Prime Minister W. L. M. King, over a national network on Feb. 7.

The Canadian Association of Broadcasters was planning to design some form which all speakers would sign that no script would be changed after being passed by the station manager. The CAB stated that wherever possible the station manager would submit the speech to the censors, 11 of which were placed strategically across Canada.

Time for the four political parties has been divided for the free national network broadcasts to give the present Liberal Government 5¼ hours; Conservatives, 4¾ hours; socialist Commonwealth Cooperative Federation, 1½ hours; Social Credit Party, 1¼ hours. This allotment has been made on a basis to which the representatives of these parties agreed. The broadcasts are divided 8½ hours at night and 4¼ hours daytime. Night broadcasting is for half and quarter-hour periods from 9 p.m. (EST) and daytime broadcasts are from 4:15-4:30 p.m. (EST).

Allotment Formula

The formula on which the time was divided was made up by the CBC by totaling the votes cast in both the 1930 and 1935 general elections and averaging the percentages which the different parties received, with further allowance being made for the fact that the Social Credit Party was not in existence at the time of the 1930 vote.

The effect of the arrangement is to limit definitely the volume of political broadcasting in connection with the forthcoming election. The CBC will not sell any time on any of its stations except where there is no other local outlet, as in the case of CBJ, Chicoutimi, Que.

Private stations may sell regional or local time, but they cannot combine into a national hookup nor can this restriction be overcome by the use of recordings. A broadcast used any time on a regional network cannot be duplicated at the same time on other regional networks by the use of recordings.

How amicably the CBC and the private stations through the Canadian Assn. of Broadcasters now work together as reported at the CAB convention [BROADCASTING, Feb. 1] is shown in the fact that the president of the CAB, Harry Sedgwick, CFRB, Toronto, sat in on the committee meetings to determine the radio election plans at Ottawa, and that the representatives of the CAB will sit on the committees set up for broadcast control of the election at Toronto and Montreal.

Broadcasters are not greatly alarmed at the fact that all radio election speeches must first be approved by the specially appointed censors. In fact, they feel better with this regulation as it now is up to the censors to stop any possible evasion of wartime restrictions by candidates. Politicians, however, do not like the plan.

Censors will be stationed at principal cities and wherever there are broadcasting stations too far from a big city to give quick censorship service to candidates. It is understood experienced legal civil servants are to be chosen, and that the special election censor staff will number about 35.

Time may be sold to any other parties which may enter the campaign in addition to the four parties sharing network time. However no other party which may develop will be given free national network time unless it enters at least 61 candidates in more than three provinces. The former Canadian Minister to the United States, W. D. Herridge, heads such a new party, the New Democracy Party.

A campaign restriction eliminates the customary luncheon broadcasts by political figures at service clubs. While there is no set rule on how many hours a private station may sell for individual campaign speeches, broadcasters feel they do have not too much time to sell and they will divide it among all parties having candidates in the field.

Many Regulations

It was pointed out by Harry Sedgwick, CAB president, that there were 65 censorship regulations to consider in approving a speech, a task which would require the station manager himself to check the speech because of stringent penalties for infractions. A duplicate of all speeches is to be left with each station for reference. CBC stations do not come within the censorship orbit since the CBC stations only carry free national network campaign speeches and the spokesman for each party is held responsible that there are no infractions of the censorship rules. On CBJ, Chicoutimi, the CBC will be on similar terms regarding censorship as the private stations. The CBC desired to make it plain that it was not the censoring body, but that the CBC has to conform to all censorship regulations as does any private broadcaster.

The Administrative Committee at Toronto is convened by Horace Stovin, CBS station relations director, with W. Powell and Tom Odell representing the commercial department, and Charles Jennings the program department. Representing private broadcasters are Harry Sedgwick, CFRB, Toronto, and president Canadian Assn. of Broadcasters; Joseph Sedgwick, K.C., counsel for CAB; T. A. Evans, secretary-treasurer, CAB. In Montreal the committee is convened by Al Houle, CBS station relations director for Quebec, with J. A. Dupont of the commercial department and G. Arthur of the program department. Marcel Lefebvre, CHLP, Montreal, and CAB director, represents private stations.

HOT on the job for CBS on the frigid Finnish front is William L. White, son of Publisher William Allen White of the *Emporia Gazette*. Here he is shown during his workaday duties (top) broadcasting by candlelight from a bomb-proof shelter in Helsinki and (bottom) with two of his warfront buddies, Harold Denny (center), of the *New York Times*, and Webb Miller (right), of United Press, looking over wreckage of bombed buildings in Viipuri.

HOCKEY TO BRITAIN
Canadian Soldiers Hear Oil Company Pickups

IMPERIAL OIL Ltd., Toronto, sponsor for many years of a national network weekly hockey broadcast, has made these broadcasts available to Canadian troops in Great Britain, according to an announcement of MacLaren Adv. Co., Toronto. The British Broadcasting Corp. starts rebroadcasting the hockey games for Canadian army men Feb. 25, 8:30-9 p.m.

Staff members of the CBC in Great Britain recently reported that Canadian troops overseas were voicing an urgent request for the broadcasts. The CBC in turn advised Imperial Oil, and that company readily undertook to provide beam wireless transmission to Great Britain, and to cooperate in any arrangements that could be made. The BBC volunteered to provide time on air for a half-hour each Sunday evening, and as a result it now appears likely that Canadian troops in England will be able to hear the Saturday broadcasts.

SIR JOHN REITH, former director-general of the British Broadcasting Corp., who recently was named to Britain's war cabinet as Minister of Information, on Feb. 1 was elected to Parliament without opposition to represent Southampton.

Battle of Broadcasters In War Zones Provides Material for Magazines

HENRY B. KRANZE, one of the battery of shortwave monitoring men maintained by CBS, is author of "War of the Short Wave", an article in the Feb. 2 *Nation* describing the propaganda and "news" heard from abroad, particularly from England and Germany. It was a correspondent in "the radio war", he states, who first gave America the news of the signing of the Soviet-German pact and first announced the Russian advance into Poland.

Mr. Kranze states that he listens to a different station every 15 minutes, returning to each in succession from five to 10 times a day to get a panoramic picture of the methods and goals of the forces on this front. He describes the "war of words", the claims and counter-claims and the obvious and subtle propaganda.

Another article on the same subject, "The War of Lies and Laughs", was featured in the Feb. 3 *Saturday Evening Post*. Its author is J. C. Furnas. The same issue contains the final installment of a series on Orson Welles, in which some of the effects of the "Men from Mars" broadcasts are disclosed as they will be amplified in a study soon to be released by Princeton University Press.

Canadian Politics

UNITED STATES broadcasting stations near the Canadian border stand to profit from the Canadian general election to be held March 26. Canadian radio election campaign regulations allow spokesmen or candidates to use American broadcasting stations provided they observe all conditions which would apply if they were using a Canadian station.

MAX JORDAN, NBC's roving European representative, was invited to visit the Western Front and tell U. S. radio listeners what he saw about the life of the German soldiers on the Westwall. But he wasn't permitted to peer through, over, or behind the reed and straw barriers erected at strategic spots on the battle line facing France's Maginot Line.

★ Our transmitter is the tallest steel structure on Ager Road, in Chillum, Md.

★ The only broadcasting station with studios on the second floor of the Trans-Lux Building, in Washington (shared with WMAL).

★ More leather-covered furniture.

★ We have the only announcer in Washington exactly 6' 1" tall, and weighing exactly 210 pounds.

★ Shorter-haired musicians than any other network affiliate in Washington.

★ More window space for offices than any station in Washington.

★ The only colored janitor used in a sound-effects department. (He can make a noise like a rooster.)

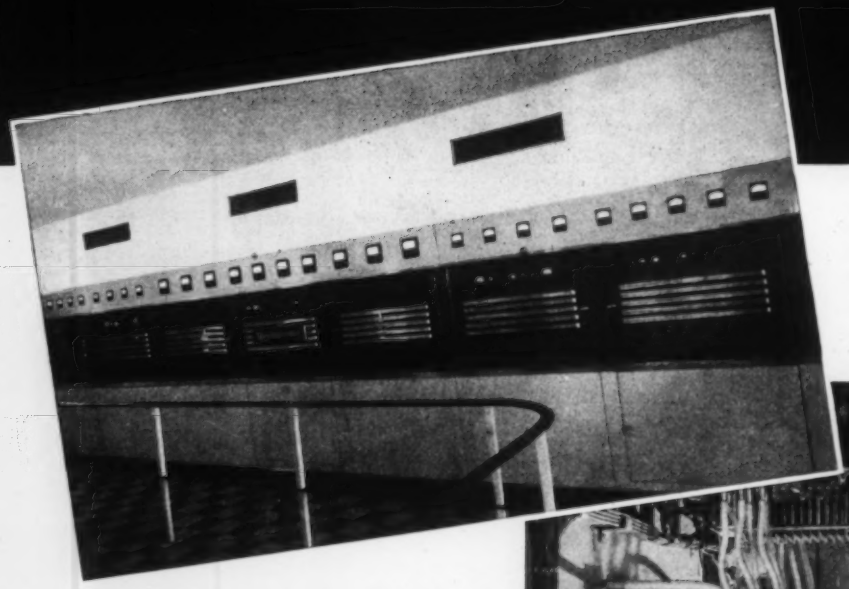
★ The only air-conditioned studio exactly 10' 3" x 18' 6".

☆ Each claim sworn to before a notary public, and proof is available on request.

WRC
WASHINGTON, D. C.
5000—1000 WATTS · 950 KC.

Represented Nationally by NBC SPOT Sales Offices
NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

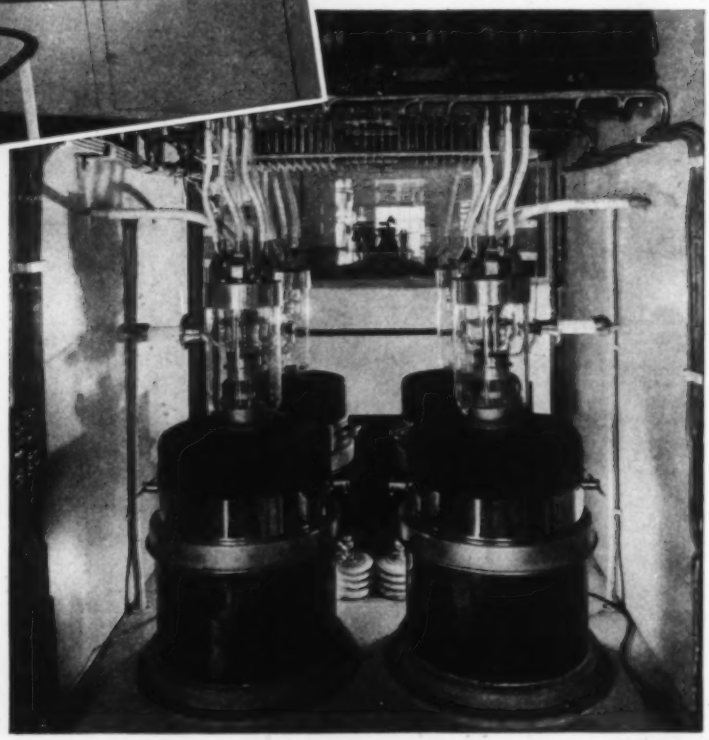
For HIGH EFFICIENCY



Front view of 50 kw transmitter at KDKA showing clean-cut modern appearance.

OPERATING ADVANTAGES

1. Air-cooled tubes in all stages.
2. Extremely low operating costs.
3. Rectox rectifiers throughout except main high voltage rectifier.
4. Inductive neutralization of the power amplifier.
5. Equalized feedback.
6. Compressed gas condensers.
7. Complete elimination of fuses.
8. Spare rectifier tube at operating temperature.
9. Ease of adjustment.
10. Unit construction throughout.
11. Full automatic control.
12. Relatively low plate voltages.
13. Conservative operation of all tubes.



Rear view of modulator cubicle, showing air-cooled operating and spare tubes. Current-limiting filament transformer at the top.

Westinghouse

. . . the New Westinghouse 50 KW TRANSMITTER

New standards for radio broadcast equipment are being set by Westinghouse Type HG 50 kw transmitter—and proved by performance at KDKA. Make any comparison you like, and you'll find this new equipment leading others in both the *quality* and dependability of broadcast, and ease and economy of operation . . . for instance, here is a comparison of power input with other well-known transmitters:

TOTAL POWER INPUT FOR 50 KW			
	% Program Modulation		
	0	Average	100%
Transmitter A	137	142	172
Transmitter B	125	135	170
Westinghouse	105	115	145

A new circuit principle, proved in operation, helps bring about this high efficiency—over 80% in the power amplifier alone—more than twice the plate efficiency of conventional circuits, and at least 20% above other equipment.

Air cooling of all tubes eliminates water jackets, pumps, radiators, tanks and maintenance expense, and permits use of exhaust air for heating the building. Rectifier tubes may be changed by remote push-button control, a spare tube being maintained in operating temperature and ready for service.

Ask for complete details of the many operating advantages of this new type of transmitter, listed at the left. Your Westinghouse office will gladly supply you with further information.

J-08012

WESTINGHOUSE RADIO TRANSMITTING TUBES

From the same production line that has been producing radio tubes continuously since the first broadcast, Westinghouse makes available a complete line of transmitting tubes for broadcasting and other uses. These tubes reflect in quality and performance the accumulated experience of the oldest name in commercial radio broadcasting . . . Westinghouse, which pledges the resources of its great research and engineering laboratories to the continued advancement and prestige of the radio industry.

Write for descriptive bulletin TD-92, Westinghouse Special Products Division, Bloomfield, N. J.

Broadcast Equipment

XUM

'Duopoly' Tendency Detected In Industry by Chairman Fly

Tells Senate Group That Two Concerns Exert Powerful Influence; Favors Strict Control

A TENDENCY toward what he calls "duopoly" in the broadcasting industry, by virtue of the strong positions of NBC and CBS, is creating new problems for FCC, according to Chairman James Lawrence Fly.

In testimony before the Senate Subcommittee on Appropriations, released Feb. 2, Chairman Fly said that a duopoly differs from a monopoly in that more than one company is involved.

"Instead of having one company, as you have with the Bell System, controlling an entire industry, you have two companies which have a lesser degree of control of the broadcasting industry. I do not think you could quite call the National Broadcasting Co. and the Columbia Broadcasting System even a duopoly, but there has been a certain tendency toward that, which is obvious, and seems to me to create problems for the Commission."

Chairman Fly's appearance, his second since last December before a committee of Congress in executive session, was in connection with the Senate Committee's consideration of the Independent Offices Appropriations bill carrying a projected $300,000 increase in funds for the FCC over the current fiscal year.

Stricter Control

That Chairman Fly leans toward more stringent regulation of all phases of the industry was reflected in his testimony before the Senate subcommittee to a far greater degree than his appearance before the House Appropriations Subcommittee on Dec. 13 [BROADCASTING, Feb. 1]. While he appeared before the Senate Committee Jan. 30, the testimony was not made public until Feb. 2, when the Independent Offices Appropriation bill was reported out of Committee.

Chairman Fly predicted that the Supreme Court, in the Sanders case involving the fundamental issue of unlimited competition among broadcasting stations, will hold "that a competitor has no standing to sue". He said he could not find in the statute protection against competition to stations.

When the question of purported monopoly in broadcasting was raised by Senator McKellar (D-Tenn.), the chairman launched an offhand appraisal, emphasizing particularly the recent move of the FCC to inquire into management contracts [BROADCASTING, Feb. 1]. Senator McKellar asked if radio itself "is not becoming one of the greatest monopolies in the world" and if it were not a fact that "several broadcasting companies or networks now in existence" constitute virtually a monopoly. He asked whether there are not a number of cities where one company has absolute control of all the broadcasting, controls the price of advertising and asserts the right to do it, regardless of the Commission.

Mr. Fly said there has been a "certain tendency in the radio industry toward monopoly—not monopoly in terms, necessarily, of a single company, strictly a monopoly, but more in the nature of what is technically known as a duopoly." He said there are cities where single broadcasters have "too many stations".

"There is a serious question," Chairman Fly continued, "as to whether or not any one broadcaster should have, in the aggregate, as many stations as they now have. There are serious questions as to whether or not chains of radio stations have been tied in with chains of newspapers in such a way as to give certain interests pretty much of a monopoly upon the means of public expression within a certain general vicinity. There are serious questions of that kind . . . and some attention ought to be given to them."

Asserting, in further response to Senator McKellar that he did not want to suggest that he was "entirely happy with what has been done", Mr. Fly referred to the inquiry of the FCC committee into networks and predicted that its report will be available "easily within a month". Meanwhile, he said, the Commission has taken note of cases as they have arisen and recently it has given temporary extensions of licenses to take care of the operation pending receipt of the committee's report and the Commission's adoption of a policy. Declaring he did not wish to prejudge what the policy should be, he agreed with Senator McKellar that there is "a serious problem" and that the Commission "should do something about it".

When Senator Adams (D-Col.) inquired whether the FCC passes on network affiliation contracts entered into by stations, Chairman Fly said that the Commission "moved in" on that problem recently. Referring to the hearing ordered on management contracts, he said:

"There are a number of instances in which the broadcasting company has, by lease, or in this instance by management contract, virtually taken over the control and operation of a station belonging to somebody else, but they continue to have the owner of the station come in and ask for the license. Three or four of those problems came up yesterday (Jan. 29) on applications by the owners of the stations, rather than by the people that we thought clearly were exercising that privilege under the license as operators of the station; and we set those down for hearing, which is equivalent to the announcement that we have a serious question as to the propriety of any such grant. It may well be that if the broadcasting company is in a major sense to control the operations of the station it ought to come in frankly and openly and act as the licensee, and assume the responsibility of a licensee."

Asked by Senator McKellar whether broadcasting companies practically control the limited number of broadcast frequencies, Mr. Fly said "they control large portions of those frequencies." When Senator McKellar observed that the Commission has not yet taken the position that it had the right to control the frequencies and allow them to be used in the public interest, the chairman responded that "from now on the Commission does take the position that it has that right and that duty."

Need of Investigators

Pressing for his plan to set up an Investigation Section in the FCC [BROADCASTING, Jan. 1, Feb. 1], Mr. Fly said "it will shock the committee" to learn that the Commission has no investigative staff. Since Congress holds the Commission responsible for assuring operation in the public interest, he said the agency should know something about the financial and personal responsibility of individuals who are behind the application and something about their identity. He said that upon turning over "a few chips here and there", the Commission has found the "dummy". Beyond that he said that on occasions an individual will point out the need for a local station and give all the arguments he can in favor of serving local needs as a means of local public expression. Then after he gets his assignment "within a month he has signed up with the chain".

Without directly attacking legal practitioners before the FCC, Chairman Fly said he did not think Congress wanted the Commission to have to take the statements that are prepared by such lawyers. He said they know all the routine methods and phrases and know what to say in applications in order to make it appear to conform with the requirements. Asserting that the Commission cannot find "all the bugs" in the statement by reading it alone, he said investigators are essential for that line of work. Recently a couple of men temporarily have been assigned to particular jobs, he said, and that in the cases they have investigated they have turned up "rather alarming facts".

When Senator Adams asked the chairman regarding the list of newspapers having stations, filed with the House Committee, and whether these have developed in the form of chains or are mainly individual newspapers having interest in local stations, Mr. Fly said both situations exist. There are a number of chains, he declared, pointing out that on the preceding day an application was filed in which people who own three or four newspapers in small neighboring towns were asking for stations.

"You have, however," Mr. Fly said, "a number of existing important newspaper chains that have chains of radios. Sometimes it is one newspaper and multiple radio stations and sometimes it is one radio station and multiple newspapers. Sometimes it is both."

Swinging Cleric

BEHIND the ecclesiastical eight-ball went WTMA, Charleston, S. C., recently. During a Charleston visit of Dean Raimundo de Ovies, distinguished Atlanta clergyman, the station cleared a 10-minute afternoon spot for the visiting cleric, noting the appearance in the future log as "5:45 p.m.—Dean de Ovies". A WTMA announcer came upon the item while giving a program resume and without a moment's hesitation decided: "At 5:45 this afternoon, ladies and gentlemen, we invite you to listen to the music of Dean de Ovies and his orchestra."

AFTER a successful run of a year-and-a-half on the Yankee Network during which 202 of those interviewed secured employment, the Fuller Brush Co., of Hartford, on Feb. 5 started the job-securing series *Let's Go to Work* on WOR, Newark, under the direction of Herbert Hadel, a lawyer from Darien, Conn. Besides the weekly Monday broadcast on WOR, interviews taking place in the WOR Playhouse on Times Square, New York, the program is heard Tuesdays on WTIC, Hartford, and WICC, Bridgeport. At the contract signing were (l to r) Paul Bellaire, WOR New England representative; William Homer, advertising manager of Fuller Brush Co.; M. C. Manternach, president, Manternach Inc., Hartford, the Fuller agency: Bill Williams, radio director of Manternach Inc.; Virginia Clymer, secretary to Mr. Hadel, and Mr. Hadel.

A NEW

KMJ

NEW

TOWER

660 FEET HIGH

NEW

POWER

5,000 WATTS DAY

KMJ

FRESNO, CALIFORNIA

N. B. C. Basic Red

McCLATCHY BROADCASTING COMPANY

Represented Nationally by PAUL H. RAYMER

No Increase In Rates

BMI Board Decides to Start Performance Licenses April 1

Minimum Fund of $1,500,000 Said to Be Assured; Operating Executive Soon to Be Selected

FULL SPEED ahead for Broadcast Music Inc. to create radio's own reservoir of music and rid it of dependence upon ASCAP, was ordered Feb. 8 by the board of the wholly-owned industry subsidiary at a meeting in New York. The board set April 1 as the date it proposes to begin licensing of music for public performance.

Encouraged by even more enthusiastic cooperation of stations than was anticipated, the BMI board announced that funds actually received or pledged total more than $1,140,000 toward the goal of $1,500,000. This minimum appears to be definitely assured, it was announced.

With headquarters already established at 580 Fifth Ave., New York, BMI shortly will name an operating head, probably a well-known figure in the music publishing or programming field. Already designated to handle public relations is Russell Clevenger, of the staff of Albert Frank-Guenther Law, New York advertising agency, who has been retained on a month-to-month basis. A number of other staff employes temporarily have been assigned, pending the appointment of the executive head.

Kaye Is Named

At its Feb. 8 meeting the board designated Sydney M. Kaye, copyright attorney who was instrumental in drafting the music plan, as vice-president and general counsel. NAB President Miller remains as president of the new company, presumably until the new executive head is chosen.

It was announced that cash and contracts on hand represent subscriptions from 246 stations, representing the bulk of the successful commercial outlets in the country. The subscriptions culminated largely from a whirlwind trip around the country by President Miller as broadcasters congregated by districts to consider the project, voted by the NAB at a special convention in Chicago last September.

Mr. Miller explained that the majority of the broadcasters who attended these meetings looked upon BMI as a permanent reservoir of musical compositions which will serve the industry indefinitely by drawing on new sources of talent, for the creation of both popular and classical music. The skeleton staff already working in New York under Mr. Kaye's supervision is laying the groundwork for the project, which contemplates creation of music in sheet and transcribed form and may possibly include acquisition of existing publishing houses. Exploitation campaigns to encourage independent composers and develop public domain sources also are contemplated.

With more than a million dollars already accounted for by subscriptions, President Miller said it is not planned to call on stations for additional subscriptions in the immediate future. Stations were asked to subscribe in cash one-fifth of the total fund, based on 50% of their payments to ASCAP for performing rights during 1937. He explained that while under the license agreement payments may be obtained upon demand by BMI in installments not in excess of 15% of the maximum fee during any one month, he saw no immediate necessity to call for additional funds.

Cooperative Plan

Stock certificates and license agreements will be mailed shortly to subscribing stations. Mr. Miller asserted that NAB expected to work in cooperation with other users of music, including motion picture producers and exhibitors, theatre owners, orchestras, recording companies, hotels and restaurants—all of whom have complained for years about ASCAP's tactics.

Present at the New York meeting in addition to Messrs. Miller and Kaye, were Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard 3d, president, Yankee Network, and Everett R. Revercomb, NAB auditor and temporary secretary-treasurer. They constitute the BMI board.

With current ASCAP contracts expiring next Dec. 31, Mr. Miller said BMI plans to create a sufficient reservoir of industry-owned music to obviate the necessity of total dependence upon the copyright pool. Present contracts, calling for 5% of the "net receipts" of stations plus arbitrary sustaining fees, bring into ASCAP's coffers upwards of $4,000,000 annually. The broadcasting industry complains

(*Continued on page 86*)

ASCAP-Shubert Settle

ALL PERFORMING rights for radio and transcription of some 23 musical Shubert productions have been cleared after a lapse of more than three years, following the recent settlement of differences between ASCAP and the Shubert theatrical interests. Rights to the musical compositions of Shubert plays, published by Harms Inc. and Shubert Music Pub. Corp., were disputed in 1936 following a large number of infringement suits brought by Shubert, which now will derive 50% of the broadcast performing rights received through ASCAP, and the company's entire catalogue can now be played without restriction by ASCAP licensees. Negotiations for closing the agreement were conducted by A. M. Wattenberg, attorney representing ASCAP, and Milton R. Weinberger, representing the Shuberts.

MPPA royalty distribution to publishers for the first section of 1940 has been made, amounting to a total of $30,000. Most of this total is derived from licensing renewals on the recording library of World Broadcasting System, according to Harry Fox, agent and trustee of MPPA.

AMONG novel auto licenses issued to radio people are these in Georgia and Connecticut. When *Frankie & Johnnie* on Feb. 4 established an Atlanta radio record with four year's continuous sponsorship by Carroll Furniture Co. on WGST, Gov. E. D. Rivers of Georgia (center, top) observed the occasion by presenting Frank Gaither (left) and John Fulton (right), who compose the team, with auto tags 1245 and 500 to represent their broadcast times of 12:45 and 5:00 p. m. Below is the unique plate issued to Joe Lopez, manager of WICC, Bridgeport, Conn.

WHOM's 24 Hours

WHOM, Jersey City, has started a 24-hour daily schedule, six days a week, with a cooperatively sponsored transcribed musical program *Midnight to Sunrise*, from 12 midnight to 7 a.m., conducted by Ray Green and Bob Carson. Eastern Wine Corp., New York (Chateau Martin wines) started four hours daily of the program, six times weekly, through H. C. Morris Agency, New York. Two contests are featured, with cash prizes and free tickets for voting on popular tunes to be played.

KYCA, Prescott, Starting

DELAYED in construction for nearly two years due to rehearings arising out of local opposition, the new KYCA, Prescott, Ariz., 100 watts night and 250 day on 1500 kc., expects to get under way about April 1. The station was authorized in June, 1938 for construction by a group of local businessmen, each owning equal shares. They are Albert Stetson, Elmer Lawrence, G. N. Hoffman, C. B. Rhodes, B. W. Brown and R. B. Westervelt. Mr. Stetson, president of the licensee corporation, reports that an RCA transmitter and a tower built by Alliston Steel Co., Phoenix, are being installed. Personnel has not yet been selected.

NOTABLES PRESENT FOR WBAB DEBUT

WITHOUT a local outlet since WPG was merged Jan. 1 with WOV, New York, Atlantic City's new station, WBAB, owned by the *Atlantic City Press* and *Union*, made its debut Jan. 31 with an inaugural program featuring State and city notables and attended by a huge crowd which packed the studios of the resort city's famed Convention Hall. The station, like WPG, was made a CBS outlet. Authorized for construction in March of last year, it operates with 100 watts night and 250 day on 1200 kc.

Manager of WBAB is Norman Reed, since 1935 manager of WPG. Other staff members are Earl Godfrey, formerly with WPG, chief engineer; Ray Morgan, formerly with WTEL, Philadelphia, and WPG, chief announcer; Ralph Shoemaker and John McClay, formerly of WPG, announcers; Mary T. Keating, secretary to Mr. Reed, who held that position with Edwin M. Spence when he was WPG manager; George S. McGinley, Albert C. Capotosto and Edward S. Fitzpatrick, salesmen; Rexford M. Matlack, George N. Pepper, Frank J. Samaha, Lewis DiGiacinto and Paul Godfrey.

The station is equipped with a Collins transmitter and its 205-foot tower, installed by Hartenstine-Zane, is located on marshland in famed Absecon Blvd.

Would Acquire KEEN

A PROPOSAL that a new company, Evergreen Broadcasting Corp., take over KEEN, Seattle, a 100-watt outlet which shares 1370 kc. with KRKO, Everett, Wash., was filed Feb. 9 with the FCC. Present licensee of the station is KVL Inc., in which E. F. Dailey and Arthur C. Dailey, of Seattle and Mrs. E. C. Dailey, of Everett, are equal stockholders. The new corporation, which would acquire the station, has as its officers and stockholders Walter L. Wyckoff, of Seattle, secretary-treasurer, 375 shares; Robert S. McCaw, president, 48 shares; J. Elroy McCaw, manager and part-owner of KELA, Centralia, vice-president, subscription to 25 shares; Fred Bianco, Seattle Shipbuilding & Drydocking Corp. and Bianco Coal Mines, 125 shares; R. R. Groninger, insurance, 125 shares.

Plans for New WDLP

BRADEN BALL, veteran radio executive, has been named manager of the new WDLP, Panama City, Fla., for which Western Electric transmitting equipment and a Blaw-Knox tower have been ordered. It is expected the station will go on the air in about 60 days, using 100 watts night and 250 day on 1200 kc. It was authorized for construction last June, with stock equally held by E. D. DeWitt, retired newspaper broker and president of the *Long Branch* (N. J.) *Record*; W. J. Cook, local Ford dealer, and Philip A. Roll, attorney. Last month the John H. Perry newspaper interests, which also own WCOA, Pensacola, and hold a construction permit for WJHP, Jacksonville, acquired slightly less than 50% of the stock [BROADCASTING, Feb. 1].

WRVA, Richmond, starts Feb. 17 to feed its *Old Dominion Barn Dance* to MBS.

1 "I have to smile when I hear these business doctors explain that the same fundamentals underlie every type of business.

2 "Sure they do! But on top of those fundamentals are a lot of peculiarities—and, believe you me, you can't ignore them.

3 "Take Distribution, for instance. Every business distributes its products, whether they are doughnuts or dresses, pencils or penguins, lotions or locomotives.

4 "But one manufacturer is strong in one section; one in another. Few companies blanket the whole country evenly.

5 "SPOT RADIO is as flexible as a telephone cord, obeys like a police dog and responds like a pipe-organ.

6 "Where else in radio can you find a way to broadcast where you like, when you like and how you like? The more peculiar your demands, the more you'll appreciate SPOT RADIO. It's peculiar too —thank Goodness!"

BUT THERE'S NOTHING PECULIAR

—about your broadcasting when you buy:

Localized programs—announcements, strips, talent programs, music —anything you like. Keyed to sales requirements and merchandising in each territory. Best available periods for each time-zone. Strong stations, bought individually, anywhere—that's SPOT RADIO.

ANY TIME ANY LENGTH ANY WHERE

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY
INCORPORATED

★

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

FCC Studies Television, Defers Action

Technical Staff May Visit Laboratories; RCA Makes Sets

IMPRESSED with what they saw in the television laboratories and experimental centers early this month, members of the FCC were inclined to await further developments before deciding the fate of visual radio insofar as its regulations and allocations are concerned.

Chairman James Lawrence Fly, who headed the FCC party, indicated Feb. 9 that considerable discussion might be entailed before the Commission decides on final promulgation of rules to govern visual radio. He said thought had been given to a second inspection trip by members of the Commission's technical staff, including engineers, lawyers and executive assistants.

Rather than retrace the movements of the Commission itself, Chairman Fly indicated that perhaps only the high spots of the inspection could be covered by these staff members. Commissioner T.A.M. Craven, who is chairman of the FCC Television Committee but was unable to accompany the Commission because of absence from Washington, also might make this second trip.

Marked Progress

Members of the Commission saw graphically demonstrated the developments on which they heard detailed testimony at hearings running from Jan. 15 to Jan. 23 [BROADCASTING, Feb. 1], at which a substantial group of manufacturers asked that the experimental barrier be lifted to permit limited commercial operation of television. That great strides have been made in television, particularly since the FCC Committee made a similar inspection trip last year, was clearly indicated.

No action has been taken by the FCC on the suggestion of Chairman Fly that the Commission appoint an engineering committee representing manufacturers to attempt to devise a unanimous recommendation regarding transmission standards. It was learned that Radio Manufacturers Assn. itself is attempting to review its previous findings and is following up the FCC's own inspection of laboratory development in that regard.

Meanwhile, it was disclosed that RCA Mfg. Co. has begun the manufacture of television receivers on a regular basis, with about 150 units being produced weekly. The production schedule probably will be stepped up to 500 sets a week, for which the Camden plant is geared. An intensive marketing campaign by RCA, however, probably will await the FCC's determination of rules to govern the art. RCA strongly supported immediate operation of stations on a limited commercial basis.

Whether the FCC will attempt to promulgate basic rules in advance of devising an allocation of ultra-high frequencies, has not yet been determined. Thought had been given to such a move, however. With a general hearing on the future of frequency modulation operation in the ultra-highs scheduled for March 18, and with conflicts respecting allocations for F-M as opposed to television indicated, it is not expected the FCC will determine the allocation phase until completion of the F-M hearing.

New York Inspections

The FCC party included Chairman Fly, Commissioners Thad H. Brown, Paul A. Walker, and F. I. Thompson; Dr. L. P. Wheeler, chief of the FCC technical information section; William H. Bauer, FCC counsel at the television hearing; George O. Gillingham, director of information.

Starting from New York Feb. 1, the group inspected en route the General Electric television relay station, located in the Helderberg Mountains, where visual signals of the NBC transmitter, W2XBS, are relayed to the Schenectady-Albany area. Both relay and local television programs were viewed by the party in private homes in Schenectady as guests of General Electric Co. Later in the day they visited Poughkeepsie and Newburgh, N. Y., where RCA arranged for small-group demonstrations in private homes of reception of regular NBC programs from New York.

Back in New York Feb. 2, the entire party spent the day inspecting NBC's Radio City television studios and mobile television equipment, as well as the W2XBS transmitter in the Empire State Bldg., with metropolitan reception of regular programs demonstrated in homes and offices that evening.

The group was greeted upon its arrival at Radio City by David Sarnoff, RCA president, Lenox R. Lohr, NBC president, Gen. J. G. Harbord, chairman of the board of RCA, and several directors. In the presence of reporters covering the visit, Mr. Sarnoff took occasion following his official greeting to advise the FCC representatives there was no connection between an RCA news release of the day before and a *New York Times* editorial hinting that the FCC was holding up television developments. In his statement before the group Mr. Sarnoff stated flatly that such was not the case and that the news release was misinterpreted if used as basis for the editorial.

Other Places Visited

On Feb. 3, as guests of Cath-Ray Electronic Laboratories, the group visited the Yonkers home of John C. Bolte, theatre owner who testified briefly on the propensities of television as an entertainment medium at the Washington hearing, and witnessed visual reception on the Cath-Ray popular price receiver marketed for $100 plus $49.50 for cathode ray tube and auxiliary equipment.

Later the same day, during a visit to the Allen B. DuMont Laboratories at Passaic, N. J., the group saw demonstrated the persistence screen and "flexibility of construction" employed in the DuMont process. During the DuMont demonstration, which also included home reception, transmission and reception under both RMA and other standards was shown, using 14-inch and 20-inch tubes.

ON A 1,500-foot hill in the Helderberg Mountains a few miles from Schenectady, Albany and Troy, N. Y., sits General Electric's new television transmitter, W2XB (top), affording a potential visual broadcast service to the 500,000 people of the section. In the bottom picture Dr. W. R. G. Baker, manager of GE radio and television engineering, points out the new antenna of the GE relay station, 1½ miles from the transmitter, to Chairman James Lawrence Fly, of the FCC, while Dr. E. F. W. Alexanderson, GE radio expert, looks on during recent FCC television tour.

RECEPTION of a television program relayed via General Electric's Helderberg Mountain plant from New York to Schenectady is viewed by FCC Commissioner Paul A. Walker (left) in the home of Chester H. Lang, manager of broadcasting and advertising for GE (on knees), and Dr. Ernst F. W. Alexanderson, GE pioneer radio inventor, during the FCC's inspection tour of television development in the New York area.

RCA, Philco Tours

Following the Sunday holiday, the group went to Philadelphia Feb. 5, visiting both the RCA and Philco laboratories at Camden and Philadelphia. During the RCA visit the FCC representatives witnessed a demonstration of large screen projection, as well as a comparison of 24 and 30-frame transmission, and simulated three-color television designed to employ three separate transmission channels and a system of mirrors for composition of the aggregate image.

The Philco demonstrations emphasized comparative performances of the horizontal and vertical loop antennas, a development stressed in the testimony of Philco representatives during the hearing. Using a two-receiver setup in a private home, one with a horizontal antenna installed on the roof and the other with a self-contained loop antenna, the demonstration was designed to illustrate the comparative effectiveness of horizontal and vertical polarization in dealing with man-made static, furnished for the occasion by a neighboring diathermy unit and car ignition systems. The demonstration concluded with a trip to a country home about 20 miles outside Philadelphia proper, where the interference between the regular Channel 2 emissions of the Philco visual station, W3XE, and test patterns from the CBS transmitter, W2XAB, in New York were demonstrated. During the Philco demonstration, a 605-line image was exhibited, said by Philco spokesmen to give a 35% better picture.

Briefs Filed

Most of the parties concerned in the television hearing filed summary briefs to conclude the proceedings. In all cases the briefs amounted to a restatement of the pros and cons expressed at the hearing. In addition to the briefs,

(*Continued on page 78*)

Spreading the Good Word

★ ***One* reason *for the Red Network's ability to produce extra sales results . . .***

Its Extra Audience is One Reason Why the RED is *America's No. 1 Network!*

There are other reasons too . . . reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!

Take Audience. . . No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

Take Facilities. . . The Red offers you more of the better stations, on the more desirable frequencies (where tuning is easy and reception is clear) than any other network. Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs . . . Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority of the most popular day and night-time shows.

In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Radio Daily, Fame (Motion Picture Daily), the New York World-Telegram, the Cleveland Plain Dealer and others.

Take Selling Power. . . The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested $34,982,163 in the Red more money than was spent in any other single advertising medium in the world.

These facts are proof that the Red Network will bring *you* extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC RED NETWORK

The network *most* people listen to *most*

Dramatists Form Production Group

Playwrights Invite Others to Join Broadcast Project

FORMATION of the Playwrights Radio Co., dramatic production group to function exclusively in radio and television, was announced Feb. 8 by the Playwrights' Producing Co., marking what was termed the first entrance into the field of radio drama by a major theatrical organization. Associated in the new venture are all the members of the dramatist group—Elmer Rice, S. N. Behrman, Maxwell Anderson, Robert E. Sherwood and the estate of Sidney Howard—and several well-known radio dramatists invited to participate.

Others Invited

Although radio programs will not be confined exclusively to dramas written by members of the Playwrights' Producing Co., 60 plays written by these five playwrights have been made available to radio exclusively through the new company. In addition J. P. McEvoy, Arch Oboler, Henry Robinson, Irwin Shaw, Irving Reiss and others have been invited to write original radio dramas to supplement the material controlled by the organization.

Among the staff of producers, directors and adaptors engaged by the company to handle its radio productions are Dwight Cooke, Norman Corwin, Carlo DeAngelo, George Faulkner and Clyde North. Kurt Weill, well-known composer, has been engaged as musical director. All production and business activities of the firm are under the supervision of Henry Souvaine.

Writer's Pact Drafted

WESTERN DIVISION of Radio Writers Guild has drafted its new contract, which has been submitted to Southern California transcription companies by a bargaining committee consisting of Forrest Barnes, president, John Boylan and Bill Johnson. The proposed pact provides that a company doing business with RWG shall not hire or buy material from any writer not a member of the association. It further provides a $30 minimum for quarter-hour programs. All transcription rights to material, which he only leases to the transcription company for a period of time revert back to the author. Although not many staff writers are now employed by West Coast transcription concerns, provision is made for a $50 minimum weekly salary for staffmen. Authors are also to receive announced credit for their original writing, either at the beginning or end of a program. Writers are also to receive a 30 day severance notice on employment.

Wasey Expands After Test

WASEY PRODUCTS, New York, following a successful 13-week test of spot announcements for Barbasol on KDYL, Salt Lake City; WHAM, Rochester; WBNS, Columbus, and WFBM, Indianapolis, on Feb. 12 started six one-minute spots weekly on KNX, Los Angeles; WGN, Chicago; WHN, New York; WFIL, Philadelphia; WBAL, Baltimore; WEEI, Boston, and WLW Cincinnati. Erwin, Wasey & Co., New York, is the agency.

Old Gold on Coast

P. LORILLARD Co., New York, on Feb. 27 will resume the *Don't You Believe It?* series featuring Don Wilson, announcer, heard in 1939 for Sensation cigarettes, on 28 Don Lee and five McClatchy stations on the West Coast in the interest of Old Gold cigarettes. The quarter-hour program will be heard twice weekly, the time not yet announced. Lennen & Mitchell, New York, is the agency.

THROUGH THE AGES

Hillbilly Music Will Outlive Jazz, Snyder Says

AMERICAN "folk music" (hillbilly in the vernacular) will outlive and mean more than *Oh, Johnny Oh*, declares Glenn Q. Snyder, vice-president and general manager of WLS, Chicago. And the Bible, he avers, "will still remain at the top of the best-sellers".

Mr. Snyder's observations were made Jan. 30 when he addressed the Lincoln (Neb.) Advertising Club, with one of the largest audiences in recent years on hand to welcome his "homecoming". From 1923 to 1927 he was advertising manager of the *Nebraska Farmer*.

Answering the barbed criticism of highbrows, Mr. Snyder said although "the intelligentsia may turn up their noses, the best things are the simple things and they have the widest appeal for the majority of the people."

Radio, he added, "should be kept on a simple, understandable, human 'American basis'."

BOB HAWK, conductor of the *Name Three* program on MBS, is writing a book on radio quizzes.

Quite Photogenic

DISCOVERY of WOW, Omaha, pretty little Donna Dae during January basked in the brightest spotlight ever focused on a Nebraska girl. Donna, the Fred Waring songstress on *Pleasure Time*, was billed as "Chesterfield's January Girl" and featured in advertising displays during the month—eyed approvingly by 54,000,000 newspaper and magazine readers and countless others who saw her picture in 200,000 store window displays and on billboards and streetcar cards from coast to coast, according to D. B. Langan, of Newell-Emmett Co., New York agency for Chesterfields. Also during the month she appeared 23 times on *Pleasure Time*, playing to a nightly NBC audience of about 20,000,000. Donna (nee Donna Rae Cooper) was born in O'Neill, Neb., and has lived in Fairbury, Lincoln and Omaha. She first sang on WOW when she was 10 years old.

20 Grand Sports, News On 18, Will Add Others

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), has selected a varying schedule of 10 and 15-minute sports and newscasts on 18 stations in addition to the participation period on Martin Block's *Make Believe Ballroom* on WNEW, New York. Stations and sports personalities selected are WBZ-WBZA, Boston, Fred Hoey; WJZ, New York, Bill Stern; WJSV, Washington, Arch MacDonald; WLW, Cincinnati, Nixon Denton and Roger Baker; WDAF, Kansas City, C. E. McBride and Fred Weingarth; WJAX, Jacksonville, George Weeks; WWJ, Detroit, Paul Williams, and WBEN, Buffalo, Jim Wells. News placements include: WGN, Chicago, Capt. E. D. C. Herne; WIOD, Miami, Frank Malone; KSD, St. Louis, Joe Evans; and KNX, Hollywood, using Bob Garred and serving as key outlet for KARM, Fresno; KSFO, San Francisco; KFPY, Spokane; KVI, Tacoma; KIRO, Seattle, and KOIN, Portland. Additional stations will be chosen in the near future, according to John Clayton, account executive. Weiss & Geller, Chicago, is agency.

Union Leader's Series

P. LORILLARD Co., New York, is starting a campaign for Union Leader tobacco the middle of February using quarter-hour transcribed programs featuring Arthur Godfrey on 15 stations in the South and Southwest as follows: WBT KJGC WKY KVOO KPRC WOAI WFAA WDBJ WTOC WDBO WRUF WJAX WPAX WGPC WRBL. The company is also starting six quarter-hour news periods weekly by Brad Ansley on WSB, Atlanta; three quarter-hour news programs weekly by Jack Sheley on WHO, Des Moines; six quarter-hours of news by Bud Guest on WJR, Detroit, and three quarter-hours featuring the *Buckeye Four Hillbillies* on WHKC, Columbus. Lennen & Mitchell, New York, is the agency.

NORTHAM WARREN Corp., New York (Cutex), through J. Walter Thompson Co., that city, on March 4 starts a six-weekly five-minute news program on KNX, Hollywood. Contract is for nine weeks.

'YOU SIMPLY MUST GIVE TIME'

An Old Story, This -- And WRVA Veteran Tells How He Makes Them Like It

By BEN EDWARDS

IF YOU are a tired public relations director with 12 energetic ladies eagerly awaiting the opportunity to tell you why your station "simply must give time" to their pet causes—brother, you've got company! For is there enough time available on any station for these Ladies of Causes? No, of course not. Now the idea remains for ye public relations gentry to listen to all these visitors, separate the chaff from the wheat as far as merit of time-claim is made, and send 'em *all* away from your office feeling as friendly as ever toward your station! A slick trick, no doubt, no doubt.

Mr. Bishop

But in Richmond, at WRVA, Walter Bishop, public relations boss, seems to be doing it day in, day out. Walter's trick is all the slicker when you realize that WRVA with 50 kw. is the largest station in the State and naturally attracts requests for time from near and far. Walter's an old hand at the stunt—he's been with WRVA for 14 years, and has handled public relations duties for about 12—and his explanation is:

"Make your visitor feel welcome. Give your visitor ample time to tell her (or his) story fully. Listen as you would to a friend. Make an honest effort to comply with worthwhile time requests. If alloting less time than requested, state why. In refusing to grant any time, state why truthfully and politely; if necessary, give a detailed explanation, even to the point of showing that the proposed program would not be mutually well-adapted to broadcasting—in which a 'majority' ear has to be served most of the time."

The soundness of this basic policy of receiving time-requesters is evidenced by the fact that a number of such visitors, although turned down on their requests, have taken time to write and thank the WRVA management for the courtesy and consideration they received!

With WRVA and the term 'public service' synonomous— the station started it back in 1924 when, for three years, it operated on a non-commercial basis— Bishop's task has become increasingly difficult with the station's crowded commercial schedule. He laughs this off with:

"I'm sometimes accused of leaning over backward in my effort to accommodate the different non-commercial interests, but I assume that in doing this I am, in addition to maintaining our public service policy, also building priceless good will for our commercial shows."

To the numerous requests that come to him and to WRVA department executives personally to address civic groups, fraternal clubs, ladies' auxilliaries etc., Mr. Bishop gives the same thorough attention and prompt acknowledgment. He assumes as many talking assignments as he can possibly crowd into his busy schedule, convinced in the belief that these add to the friendship between listeners and WRVA.

Walter believes that a good public relations man should keep smiling, even when he is introduced as a 'director of domestic relations' (as he recently was). Prophetically enough, two days later his office received a query for information concerning laws of different churches relative to the married status of divorced persons!

FRED W. NEAL WITH SEN. GERALD P. NYE

JULIUS C. EDELSTEIN WITH
FEDERAL SECURITY ADMINISTRATOR
PAUL V. McNUTT

SEN. ROBERT A. TAFT WITH LOUIS J. S

ON THE POLITICA

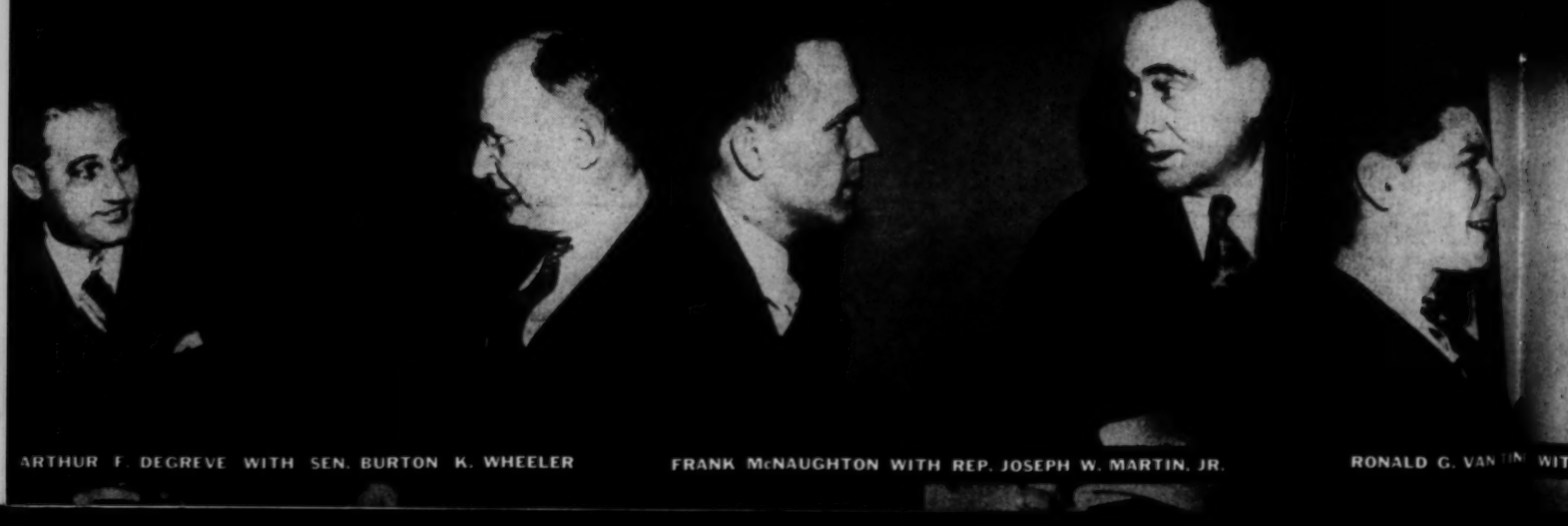
LYLE C. WILSON
WITH DISTRICT ATTORNEY THOMAS E. DEWEY

SECRETARY OF STATE CORDELL HULL
WITH HOBART MONTEE

GILBERT W. STEWART, JR.
WITH SEN. ARTHUR H. VANDENBERG

VICE PRESIDENT GARNER WITH ALLEN C. DIBBLE

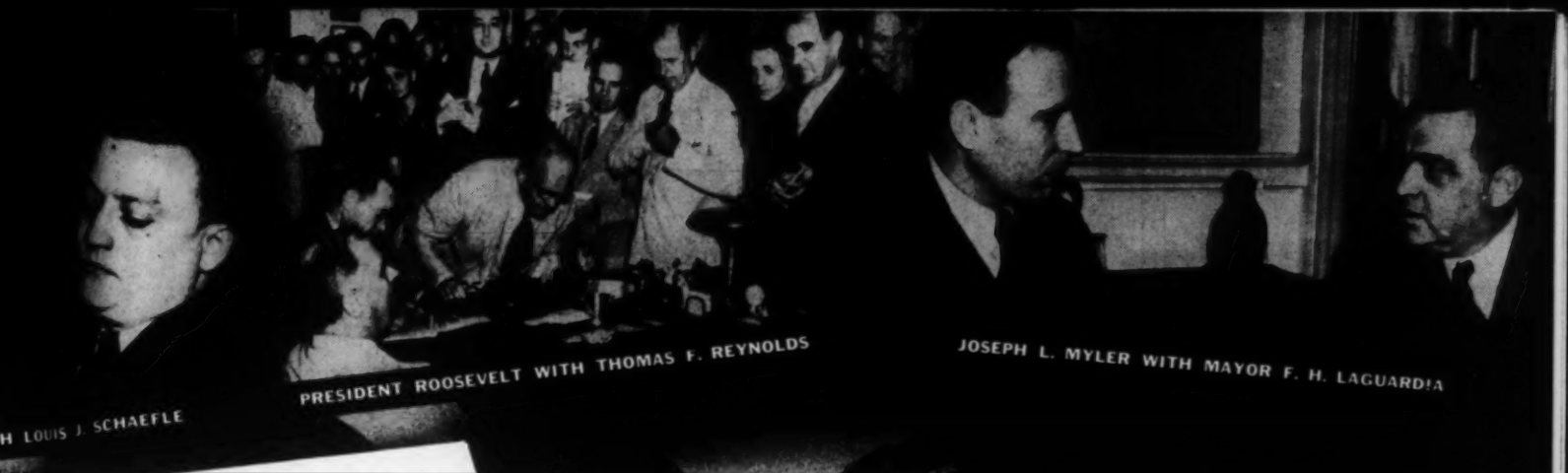
PAUL H. KING WITH FRANK



ARTHUR F. DEGREVE WITH SEN. BURTON K. WHEELER

FRANK McNAUGHTON WITH REP. JOSEPH W. MARTIN, JR.

RONALD G. VAN TIN WIT



H LOUIS J. SCHAEFLE

PRESIDENT ROOSEVELT WITH THOMAS F. REYNOLDS

JOSEPH L. MYLER WITH MAYOR F. H. LAGUARDIA

E
ICAL FRONT

FRED O. BAILEY
WITH SECRETARY OF AGRICULTURE
HENRY A. WALLACE

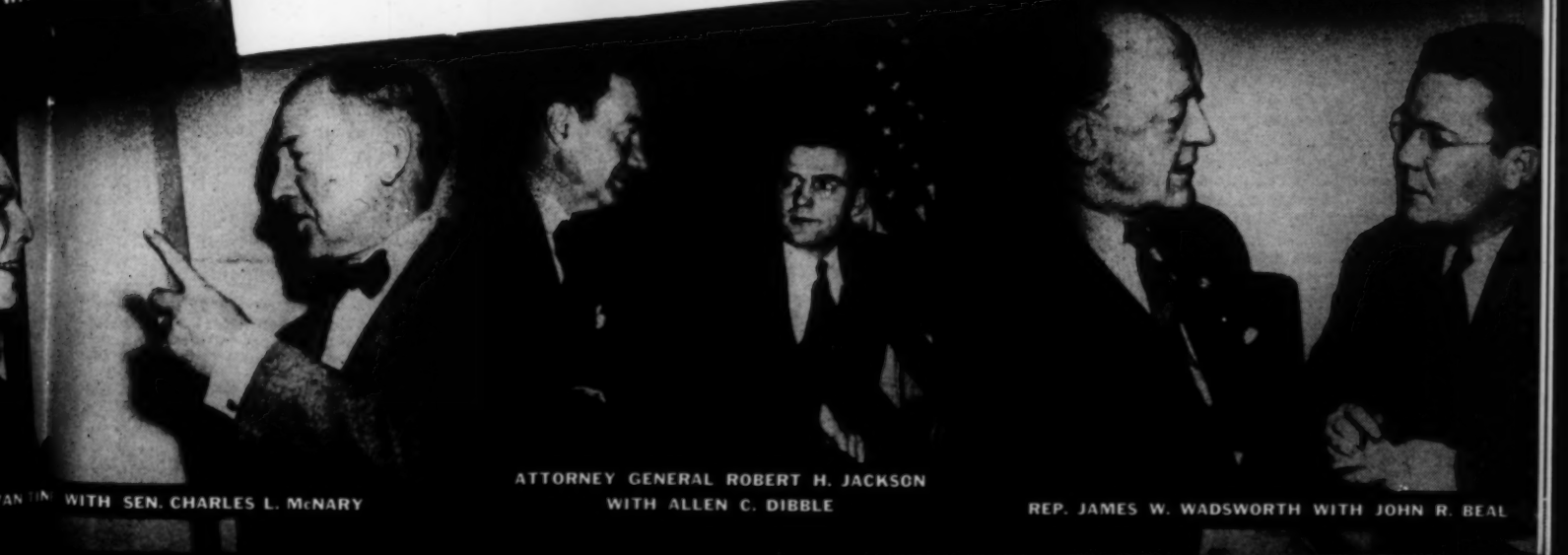
THOMAS F. REYNOLDS
WITH POSTMASTER GENERAL JAMES A. FARLEY

U.P. United Press reporters on the Political Front are ready for the 1940 campaign... ready to report factually and clearly the story of this year's candidates and issues. These reporters know their national politics and are attuned to the public questions to be decided next November. As the Political Front warms up, United Press dispatches will tell authentically the story of a nation marching to the polls in 1940.

UNITED PRESS

WITH FRANK GANNETT

SEN. STYLES BRIDGES WITH GEORGE E. REEDY, J



AN TIN WITH SEN. CHARLES L. McNARY

ATTORNEY GENERAL ROBERT H. JACKSON
WITH ALLEN C. DIBBLE

REP. JAMES W. WADSWORTH WITH JOHN R. BEAL

F-M Stations Seek Commercial Status

Educators to Oppose Inroads; Visual Conflict Seen

RIDING the crest of the biggest new service boom to develop in radio since the advent of regular broadcasting in the 20's, proponents of frequency modulation's introduction as a regular commercial broadcast service will place their case before the FCC, sitting en banc at hearings to begin in Washington March 18.

Proclaiming F-M as a practical service no longer in the experimental field, the group, headed by the newly-created FM Broadcasters Inc., will ask the Commission to open the way for regular licensing of stations in the ultra-high frequencies, employing the system developed by Maj. Edwin H. Armstrong. The basic issue before the FCC is that of determining policy —whether it will allocate sufficient bands in the ultra-high frequencies, above 25,000 kc., to engage in this projected new counterpart of standard broadcast service. Claiming "static-free" qualities which make its service superior to conventional broadcasting, sponsors of F-M want the Commission to open the way for allocations which would permit installation of practically unlimited numbers of stations throughout the country.

Originally scheduled to begin Feb. 28, the hearings have been postponed to March 18, the FCC announcing Feb. 9 that the postponement was ordered at the request of a number of interested parties. An added reason was the pressure of other work, it is reported. The effect of this postponement may be to delay consideration of rules and allocations to govern television, since the same channels are involved in the F-M deliberations. Coincident with the announcement of postponement, the FCC deferred the final date for filing of written statements, sketches and drawings in connection with argument to March 11. To expedite the hearings, the FCC said witnesses will not be permitted to read prepared statements into the record.

Nine Questions at Issue

Appearances filed with the FCC indicate some 30 organizations and groups plan to participate in the proceedings, with at least twice that many witnesses. The Commission, in calling the hearing Dec. 19, specified nine issues, covering economic as well as technical aspects of the projected service.

Among these issues [BROADCASTING, Jan. 1] are whether F-M can render an acceptable regular service as distinguished from experimental operation; the relative merits of F-M as against the conventional amplitude modulation in the ultra-highs; the relative merits of wide band versus narrow band F-M; whether it is possible to accommodate F-M to provide a satisfactory national service when the requirements of other services, including television, Government aviation, police, etc. are considered; whether both A-M and F-M can be accommodated; the effects of ultra-high frequency broadcasting on standard broadcasting service; whether existing allocations above 25,000 kc. should be modified to accommodate aural broadcasting, and an inquiry into the existing patent situation respecting the proposed new service.

It was quite apparent, from the appearances filed, that various educational groups would resist efforts by advocates of F-M to invade the 41,000-42,000 megacycle band reserved for education under existing regulations. A number of educational groups, including the U. S. Office of Education, the National Congress of Parents and Teachers, National Association of Educational Broadcasters, Ohio State University, and National Education Association, served notice to that end. In addition, several state forestry groups indicated they would support continued use of A-M for forestry radio service.

Narrow vs. Wide Band

Based on appearances filed, plus previously expressed viewpoints, it was indicated that much testimony probably would develop on the question of narrow versus wide band F-M. Maj. Armstrong, himself largely responsible for the impetus given F-M in recent months, favors his wide band system employing a 200 kc. channel, while RCA has espoused narrow band operation utilizing a 40 kc. channel as equally efficacious and vastly more economical.

Television's requirements for elbow room in the ultra-highs also will play a significant part, it is indicated. F-M protagonists want lower frequencies in the band, probably between 40 and 85 megacycles. Television experimenters, led by RCA, have insisted that the lower television channels should be kept intact.

A virtue claimed for the Armstrong wide band system is the demonstrated possibility of "multiplexing in" additional services, such as facsimile and radio typewriter operation on the same frequency. Possibilities of network relays without loss of program quality also have been emphasized. It has been predicted that with a 5 mc. band, the entire country could be serviced with F-M because of the ability to duplicate stations on the same frequency at nominal distances stemming from the low noise-to-signal ratio possible with this system.

To Claim Saturation

F-M Broadcasters Inc., with a membership of some 30 prominent broadcasters, will lead the procession of protagonists, with Maj. Armstrong scheduled to outline on his own behalf the practical results of his years of experiment and development. FM Broadcasters Inc. is headed by John Shepard 3d, president of Yankee Network, with John V. L. Hogan, owner of WQXR, New York, and a noted radio engineer as vice-president, and Robert T. Bartley, Yankee Network secretary, as secretary-treasurer. Philip G. Loucks, former NAB managing director, is chief counsel for FM Broadcasters and will direct presentation of its case.

Supporters of F-M will emphasize that the present broadcast band has reached saturation and that if the philosophy of unlimited competition is to be carried to its logical fruition, new vistas must be opened. They will attempt to show that F-M is beyond the experimental stage and that infinitely superior service can be rendered. As for the public, with its heavy receiver investment amounting to possibly $3,000,000,000, the contention will be that when a new and superior service is available, the public is not only entitled to its benefits but will grasp the opportunity.

Based on the advance appearances, best estimates are that the hearings will run at least a week. Demands for time range from a few minutes to four hours. It is expected the hearings will be held at the ICC auditorium, the site of previous important hearings.

According to latest available records, there are 10 F-M stations now in operation, utilizing the Armstrong system. In addition 11 construction permits are outstanding. Since the announcement last month of the hearings, the FCC has been deluged with F-M applications, nearly 50 of which now are pending.

Notices of Appearances

In its appearances, FM Broadcasters gave notice that it would have 10 witnesses, who would cover all phases of development of the new art. These include Mr. Shepard on the acceptability of F-M for regular as distinguished from experimental service and the necessity for changes in regulations to permit power increases and provide adequate bands and the competitive effects on F-M versus A-M; A. F. Sise, Boston engineer, on field intensity measurements, and studies of existing F-M stations; Major Armstrong as an FM witness (he will appear also in his own right); I. Martino, chief engineer of WDRC, Hartford, which conducts its own F-M station, W1XPW; S. A. Waite, Boston engineer, on technical measurements; I. R. Weir and A. G. Thomas, of General Electric Co., Schenectady, on technical studies; Maurice Levy of Stromberg-Carlson, Rochester, on receiver characteristics; G. W. Pickard, Boston consulting engineer, on technical aspects; Paul A. DeMars, chief engineer of Yankee Network, scheduled for a four-hour discussion of technical aspects; Jack DeWitt, chief engineer of WSM, Nashville, on technical aspects; Prof. Daniel E. Noble, Connecticut State College and consultant for WDRC.

Other appearances were filed as follows:

Major Armstrong, three witnesses to consume about four hours on all issues and one hour on service and coverage of F-M transmitters, particularly his station W2XMN at Alpine.

RCA, five witnesses to consume about four hours on all of the issues, together with a witness competent to testify regarding the patent situation.

CBS, Paul W. Kesten or M. R. Runyon, vice-presidents, and A. B. Chamberlain, chief engineer, or W. B. Lodge, allocations engineer, to testify for two hours.

Jansky & Bailey, consulting engineers and licensees of W3XO, Washington, for 30 minutes on allocation problems and 30 minutes on multiplexing with F-M and general operating conditions regarding W3XO.

John V. L. Hogan, licensee of W2XQR, for 30 minutes on experience and conclusions reached in F-M experimentation.

W. G. H. Finch, Finch Telecommunications Laboratories, for 40 minutes on his facsimile system and on measurements comparing reception of A-M versus F-M stations.

WDRC Inc., licensee of W1XPW,

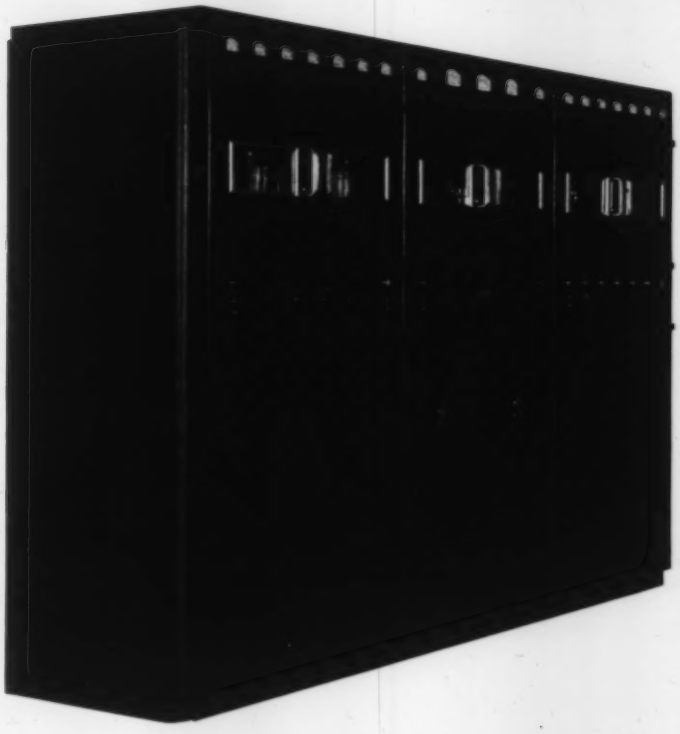
(*Continued on page 44*)

U. S. 'Radio Bill'

THE American public during 1939 "paid" $814,000,000 for radio, according to estimates by the dealer trade journal *Radio & Television Today* edited by O. H. Caldwell, former Federal radio commissioner. This is calculated on the basis of $289,000,000 spent for 9,000,000 radios during the year; $170,000,000 in "time sales" by broadcasters; $165,000,000 for electricity, batteries, etc. to operate 38,400,000 receivers; $60,000,000 for servicing radio sets; $50,000,000 for radio parts, supplies, etc.; $45,000,000 for replacement tubes, and $35,000,000 for talent on networks and stations.

From Click

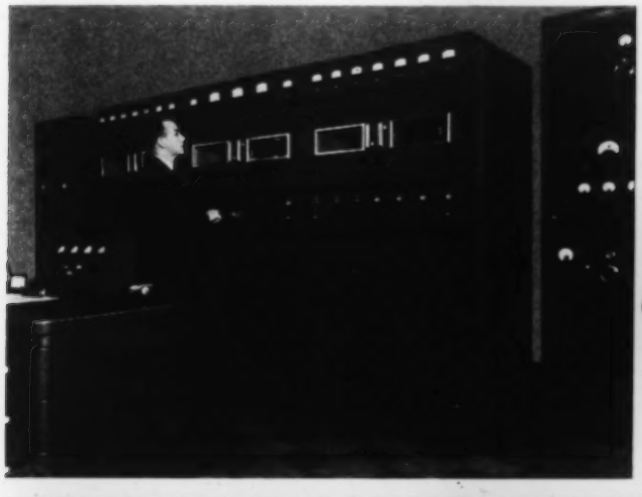
"Sammy, get away from the radio! That announcer sounds like he's got a cold."



KCMO chooses COLLINS 5000 watt 21D

KCMO, Kansas City's fastest growing station has installed the new Collins 21D Transmitter. With KCMO's recent power increase to 5000 watts, the 21D was chosen for more efficiency. Specifying Collins equipment is in keeping with the KCMO policy of steady progress.

High level Class B plate modulation is employed in the 1000 watt section of the transmitter and high level grid modulation is used in the 5000 watt section. Each of these modulation systems is inherently free from serious distortion, is simple and straightforward, and requires no special, critically adjusted circuits.



The fidelity of transmission is greatly increased at both power levels through the use of inverse feedback. The importance of inverse feedback as a method of distortion correction is widely recognized and it is noteworthy that important contributions to this subject have been made by Collins Radio Company engineers. The first commercial broadcast transmitter and the first 5000 watt transmitter using inverse feedback were manufactured by Collins.

The particular application of inverse feedback to the 21D Transmitter is of interest in that it reduces distortion and noise to extremely low levels and that it is of a type which requires no critical adjustments. The high degree of fidelity of which the transmitter is capable can be maintained without difficulty throughout years of service.

Loyd Sigmon with fifteen years of radio experience and Technical Supervisor at KCMO, says: "We have been satisfied users of Collins transmitters and speech equipment for many years. With our power increased to 5 kw our choice, naturally, was Collins 21D Transmitter. The 21D is an outstanding job from any angle and here at KCMO we are much pleased with the performance. Collins has rung the bell again."

COLLINS RADIO COMPANY

Seasonal Scheme Offers Incentive To Small Stores

WMBD's Plan Is Attractive to The Low-Budget Merchant

By GOMER BATH
Assistant Manager, WMBD, Peoria

AN EXTRA income of $5,000 a year may mean the difference between profit and loss or it may mean only a nice addition to a profitable income. But this $5,000 is particularly interesting when it comes from business which radio can not ordinarily touch and when it is spent during seasons when plenty of radio time is available for sale. WMBD, Peoria, last year started a plan to level off somewhat the difference between peak and slack seasons and found more than $5,000 in business, most of which previously had not been touched by radio.

Mr. Bath

A series of five cooperatively sponsored programs did the trick. These programs were sufficiently interesting that the prospective advertiser felt it worth while to spend money on them when he would not spend an equal amount on spot announcements, and could not afford to buy a complete program himself.

Prizes Awarded

The *Easter Basket* program ran for a period of six weeks before Easter and was sponsored by ten firms, each receiving a 60-word commercial announcement on each half-hour program. The programs ran five days a week. Each sponsor paid $160 for the series. The program was designed particularly to accommodate small advertisers with budgets of from $100 to $400 used only in peak seasons.

Chief attraction of the programs was a contest of pure skill. A prize was awarded for the ability to hear every number read during the program, such as number of street, address, price, add all numbers and have the correct sum or total. A prize was awarded each day and response was good. This six weeks promotion brought in $1,600 from advertisers, most of whom had not used radio before.

A *Christmas Basket Program*, handled in practically the same way as the *Easter Basket Program*, was on the air for a half-hour a day, five days a week, four weeks before Christmas. The same contest idea was used and each day a basket of food, with retail value of $3 was given as a prize. This series brought in another $1,600.

A series featuring air-conditioning was a natural for the dull summer time. Only stores which were air-conditioned could sponsor this program. There were ten sponsors at $7.50 per program or $75 for the 10-week series. The sponsors included restaurants, air-conditioned trains, drug stores, etc. The copy dealt with the pleasure of eating, shopping and travelling in the comfort of conditioned air. Seventy-five words of copy was the limit for each sponsor and a half-hour once a week on evening time was devoted to the show. This resulted in a total of $750 in business, 80% of which could not have been secured in any other way.

The *Builders Program* consisted of three half-hour shows weekly for 13 weeks. There were ten sponsors at $260 each. Each sponsor received a 30-word announcement on each broadcast and on every program one sponsor received a special plug which was a ten-minute transcription made at the location of a new home where this sponsor was doing some work. For example, if a plumber was the sponsor to be featured on a particular program, recording equipment was taken to a home in which he was installing the plumbing and this man was interviewed by an announcer about his particular work. This series resulted in a total of $2,600 and was very largely from advertisers who could not be reached in any other way and who had never before spent any money on radio.

School Days

A *Back to School Program* created quite a bit of interest and brought in extra income during the dull months of August. This series consisted of 10 half-hour programs using the amateur talent contest idea with ballots being left at the sponsors' place of business where listeners went to vote for their favorites. Ten sponsors were secured for the series at $50 each. Three cash prizes, $25, $10 and $5 were given to the winners of the finals. Each sponsor had sixty words of commercial on each program. The series brought a total of $500, about 80% of which was business that could not be secured in any other way.

Promotions of this kind account partly for the number of local accounts WMBD has on the air during the course of a year. In 1939 there was a total of 341 local accounts on this station, broken down in this way: Automobile and accessory 29, clothing establishments 33, department stores 7, financial 8, food 23, furniture 9, hardware and paint 12, hotels and restaurants 11, household appliances 16, jewelry 7, laundry and cleaning 12, political 34, miscellaneous 140.

THE NEW WKNY, Kingston, N. Y., which went on the air last December with 100 watts daytime only on 1500 kc., on Feb. 7 was authorized by the FCC to go to fulltime with 100 watts night and 250 day on the same frequency.

REVERSING the usual procedure, a radio salesman gets a present from radio time buyers! Fred Allen, sales manager of KLZ, Denver, received a silver cigarette box from members of the Denver Association of Manufacturers' Representatives for services rendered that organization in the past few months. Left to right are Morris Townsend, special newspaper representative; O. G. Enders, district sales manager of Quaker Oats Co.; Paul O. Werner, district sales manager, Colgate-Palmolive-Peet; Perry E. A. Roache, district sales manager, Charles E. Hires Co.; Paul G. Richardson, district representative, Wesson Oil & Snowdrift Sales; E. J. McDonald, district representative, Corn Products Sales Co.; Allen; Paul Copeland, district sales manager, Kellogg Sales Co.; H. H. Hardin, district sales representative, Campbell Soup Co.

F-M Hearing Plans

(*Continued from page 42*)

Meriden, Conn., for 15 minutes on allocation and operating problems with particular reference to W1XPW.

C. R. Runyon Jr., licensee of W2XAG, Yonkers, for one hour on propagation and general operating conditions with F-M, with particular reference to operation above 100 megacycles.

Westinghouse, licensee of W1XSN and W1XK, three witnesses for ten minutes each on company's position on F-M, 30 minutes for observations of signal to noise ratio and ten minutes for description of patents.

McNary & Chambers, consulting engineers and holders of a construction permit for W3XMC, Washington, two witnesses for one-half hour on laboratory and field tests.

Zenith Radio Corp., licensee of W9XEN, Chicago, one hour for J. E. Brown and J. R. Howland, on acceptability of F-M broadcasting for regular service and relative merits of F-M and A-M wide band versus narrow band, and whether existing allocations should be modified.

National Congress of Parents & Teachers, through Mrs. J. K. Pettengill, president, Chicago, Dr. William McK. Robinson, Kalamazoo, and Mrs. M. T. Bannerman, legislative Chairman, Washington, six to eight minutes each on allocation of frequencies for educational broadcasting.

I. Keith Tyler, director of evaluation of school broadcasts of Ohio State University, 30 minutes to support present allocation of ultra-high frequency band of 41,000-42,000 kc. for educational stations, and to preserve existing allocation.

U. S. Office of Education, two or three representatives on relation of F-M to 41,000-42,000 kc. band reserved for education, presumably to support existing allocation with witnesses likely to be Dr. J. W. Studebaker, Commissioner of Education, W. D. Boutwell, radio education director, and Harry A. Jager of Office of Education.

Canadian Department of Transport, Ottawa, for permission to send W. B. Smith, one of its engineers, to attend hearing as observer.

Pennsylvania Department of Forest and Waters, Harrisburg, through several representatives to testify only if necessary to bring out definite need of UHF for amplitude modulation by the Forestry Service.

WSM, Nashville, Jack DeWitt, chief engineer, for one hour on all issues except patents.

National Assn. of Educational Broadcasters, S. Howard Evans, secretary, Nat'l Committee on Education by Radio, presumably in favor of retention of 41,000-42,000 kc. band for education.

Elmer L. Brown, Brown-Ray Phones, San Francisco, to attend hearings with two receivers "to test in case emissions are made with F-M transmitters during hearing."

Stromberg-Carlson, Rochester, 30 minutes for radio engineer Maurice Levy, on receiver manufacture.

National Education Assn., Washington, Willard E. Givens, executive secretary, and others presumably in support of existing education allocations.

National Council of Chief State School Officials, M. D. Collins, president, Atlanta, in support of existing 41,000-42,000 band for educational purposes and to reserve the right to use UHF amplitude modulation where it best serves interests of educational broadcasting.

Radio Pictures Inc., New York, licensee W2XR, ten minutes for John V. L. Hogan on allocations.

International Business Machine Corp., two witnesses on practically all issues.

Assn. of State Foresters, Albany, N. Y., K. F. Williams on forestry service use of UHF.

Mackay Radio & Telegraph, Haraden Pratt, vice-president and chief engineer, no statement nor testimony unless requested.

CBC Earns a Surplus Of $357,454 for Year, Annual Report Reveals

NET OPERATING surplus of $357,454.21 for the year ending March 31, 1939, was shown in the annual report of Canadian Broadcasting Corp. submitted Jan. 26 by its board of governors to the Government. Fixed assets of the CBC were increased by $346,561.18, due largely to the construction of new transmitters in the Maritimes and in the Prairies. These transmitters, CBA, Sackville, N. B., and CBK, Watrous, Sask., cost approximately $500,000, and were financed out of a Government loan.

Income for the fiscal year, derived from the sale of $2 annual listener licenses and a limited amount of commercial revenue totaled $3,311,440. The production of programs and the improvement and upkeep of facilities are the only uses made of revenue by the CBC. The operating costs showed that during the year under review 50.77% of the budget was used for programs, 20.45% for wire lines for transmitting programs, 16.73% for the operation of CBC stations, 7.05% for depreciation, 4.86% for administration expenses and .59% for interest on loans.

Ford Dealer Discs

FORD DEALERS (local dealers of the Midwest), who have been airing *Calling All Cars*, half-hour weekly transcribed drama, on WHO, Des Moines, on Feb. 6 started the show for 13 weeks on WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; KGHL, Billings, Mont.; KFBB, Great Falls, Mont.; KABR, Aberdeen, S. D.; KFJM, Grand Forks, N. D.; KGCX, Wolf Point, Mont.; KLPM, Minot, N. D. The dramatic series slanted for crime prevention was sold by Ray Linton & Co., Chicago. McCann-Erickson, Chicago, is agency.

Star Radio's New Show

STAR RADIO Programs, New York, is releasing to stations and agencies a presentation promoting its latest quarter-hour serial, *Adventures of Dexter Randolph*, and containing the opening script of the 65 episodes, requiring only one man for production. The program was written by Burke Boyce, writer and previously continuity head of NBC.

SOMETHING SPECIFIC

on which to put your finger

Manager Harry R. Goalstone, center, says: "Naturally we are happy to sign your renewal contract for 1940 and are sure we can count on you for your continued fine co-operation."

"We know, in a general way, that the four news periods we have sponsored over KLZ for the past year have been profitable, but before renewing for another year can you show us something specific in the way of results?"

Harry R. Goalstone, Manager.
Rogers Jewelry Company.

KLZ answered this request with two announcements. Selecting an article for home use, priced $3.95, one announcement was made between 10:30 and 10:45 Thursday night, January 4th and another between 5:00 and 5:15, Sunday afternoon January 7th. A total of 201 sales amounting to $793.95, were made in direct response to these two announcements.

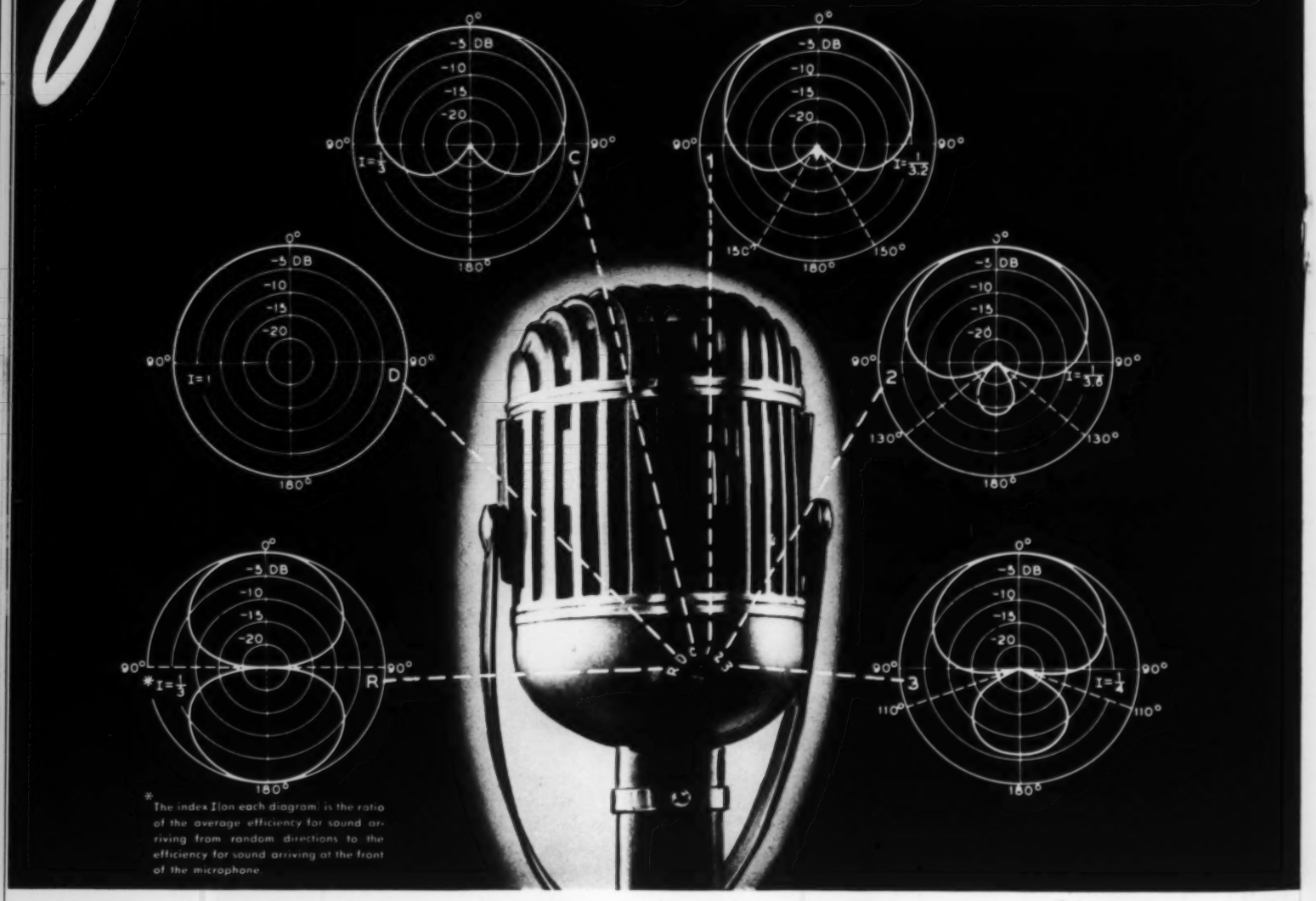
It is such power to create direct response for sponsors that has caused local advertisers to spend more money with KLZ than with any other station in the Denver-Rocky Mountain area.

KLZ *Denver*

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

Just out! CARDIOID 6-WAY MIKE!



*The index I on each diagram is the ratio of the average efficiency for sound arriving from random directions to the efficiency for sound arriving at the front of the microphone.

NEW 639B gives you 6 pick-up patterns at the turn of a switch!

To select the best performance for any given condition, just set up the 639B and try each of its six patterns by a simple "flip of the switch."

In addition to non-directional, bi-directional and cardioid directivity patterns, it gives you *three new patterns*, 1, 2 and 3, that reduce effects of reverberation to an even greater degree than the already famous 639A.

The 639B permits shifting the angle of minimum response to 150°, 130° or 110°, enabling the operator to avoid particular reflections or feed-back paths.

These patterns, which are realized at unusually low frequencies, are particularly effective in reducing low frequency reverberation inadequately suppressed by many studio treatments.

Again Bell Labs and Western Electric lead the way to *Better Broadcasting!* Get full details of the 639A and 639B Microphones from Graybar.

Western Electric

Distributed by Graybar Electric Company

DISTRIBUTORS: *In U.S.A.:* Graybar Electric Co., New York
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

Merchandising & Promotion

Dealers' Aid—Story of a Trip—Candy for Quizzees—Time by Ingersoll—Velvet Is Expensive

NOVEL promotion for the Hammond Novachord, designed to get the attention of station managers and program directors, has been launched by Hammond Instrument Co. A transcription carrying the voices of three well-known announcers and featuring Collins Driggs, novachordist, has been sent to 200 stations. One side of the 16-inch transcription, which plays 15½ minutes, carries a sales demonstration and the other four Novachord selections. The sales presentation includes discussions of the propensities of the instrument, with tonal examples. The musical side of the record, each selection separated, is offered as a free recording to be added to the station's library, since all the selections are tax-free.

* * *

Dealer Cooperation

AFTER a successful 13-week trial, the three-cornered promotional partnership between WMCA, New York, and metropolitan radio dealers and distributors through the League of Metropolitan Appliance Dealers has been renewed. Under the cooperative arrangement the station carries the *Old Refrains* program, designed to publicize the service aims and code of ethics of the League, while the dealers and distributors install WMCA tabs on new push-button radios they sell in New York. In the radio promotion the League members, identified by window decals, are advertised as electrical experts whose advice can be trusted in the purchase of anything in the electrical line.

* * *

Pinocchio to Cola

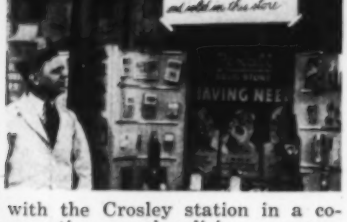
FOR the youngsters, WKBN, Youngstown, has started a double feature. After hearing *The Adventures of Pinocchio*, sponsored by J. F. Giering Bottling Co., the first 12 calling WKBN get a carton of Pepsi-Cola.

* * *

Salt Lake Display

SPONSORS starting programs on KDYL, Salt Lake City, get their sales message on four centrally-located billboards for 30 days.

LOUIS B. STEINLE, president of the Ohio Valley Druggists Assn., looks at window of his store which has been trimmed with drug products advertised over WSAI, Cincinnati. Two hundred retail drug stores in the city have combined



with the Crosley station in a cooperative merchandising program originated by Richard Ruppert, WSAI sales promotion manager. One week out of every four the station provides the druggists with a sample window display, and they in turn fashion their displays from this as a model. In addition the Kentucky and Ohio associations are given time on the air, including frequent participation in the weekly *Merchants Quiz Bizz*.

Curtiss Delays Quiz

CURTISS CANDY Co., New York, has postponed start of its MBS quiz *Cash on Delivery* for Baby Ruth from Feb. 14 to Feb. 28. Three $100 U. S. baby bonds will be awarded on the program, heard Mondays, 8-8:30 p.m. The studio audience will be invited to choose discs from "The Pay Board" to win prizes ranging from $5 to $20. Hellwig-Miller Co., New York, is agency.

* * *

Nancy's Sponsors

WHEN Nancy Grey, *What's New* commentator of WTMJ, Milwaukee, got back from a Southwestern trip, she invited some 20 advertisers participating in her program to hear the recordings she had made for the program while on the tour. The advertisers gathered at a luncheon, arranged by William F. Dittman, WTMJ sales manager. Representatives of national accounts were included in the guest list.

* * *

Free Pies

ALL PERSONS called before the microphone for the interview program, known as *The Inquisitive New Yorker* and sponsored by LeCody's Toasted Pies, New York, on WHN, New York, receive certificates entitling them to a free pie from their neighborhood bakery dealer. The program is heard thrice weekly at noon with Charles F. McCarthy as the interviewer.

* * *

Mardi Gras Folder

FOLDER listing its Mardi Gras broadcasts on WWL, New Orleans, was published by Leon Godchaux's Clothing Co. The schedule included programs starting Jan. 31 and winding up with the all-day series of pickups on Feb. 6, Mardi Gras Day. Fitzgerald Adv. Agency placed the account, with Henry Dupre directing programs.

* * *

Said With Candy

A BAR of Waleco cocoanut candy is attached to a letter mailed to the trade by WEEI, Boston, to promote the "goofiest" radio show in New England, *Crackpot College*. Boxes of a dozen candy bars are among gifts handed out by the sponsor, F. B. Washburn Candy Corp., Brockton, Mass.

* * *

Ringing Break

TO EMPHASIZE the promotion spiel, "KTMS radio advertising rings the cash register", used periodically as a station-break during each day, KTMS, Santa Barbara, Cal., has recorded the sound of an opening cash register and silver money jingling into the drawer.

* * *

State Booster

TO BUILD North Carolina is the job of a new program, *North Carolina Cavalcade*, on WPTF, Raleigh. New industries and increased tourist trade are sought. Drama, music and narration are used to give a graphic picture of the State.

WOR House Organ

A FOUR-PAGE booklet titled "The WOR News" is being issued monthly under the direction of Joseph Creamer, WOR promotion director, for employes in the New York offices of WOR, Newark, and MBS. Policies, activities and progress of the station and the network will be reported and employes are urged to submit stories about the company.

* * *

Tour Booster

TO PROMOTE interest in tours of Columbia Square, the CBS Hollywood studio building, attendants on duty are distributing to everyone attending audience shows a one-sheet printed piece, "50 Thrilling Minutes", which describes what takes place during a tour. More than 50,000 of these giveaways have been distributed and a marked increase in tourists has resulted.

* * *

Pennies for Church

WORKING with a local vegetable packer, WTAQ, Green Bay, Wis., has started a program titled *Church Plan of the Air*, thrice weekly, which benefits churches of all denominations. Church members in the area collect labels from the sponsor's cans and each one is worth a cent in cash for the church fund.

* * *

Don Lee's Time

GUARANTEED time is promised by Don Lee network in a card accompanying an Ingersoll Buck watch sent to the trade as a promotion piece. Ingersoll guarantees the watch, says the card, and "by the same token Don Lee guarantees to protect your good time on the nation's greatest regional network."

* * *

Iowa Velvet

A SWATCH of black velvet on a card is accompanied by a message that "velvet doesn't come cheap!" along with a reminder that many Des Moines firms get "more velvet" at less cost by using KSO-KRNT.

* * *

Joint Fair Promotion

KGO, San Francisco, and the *San Francisco News*, evening newspaper, have made a cooperative deal with the Golden Gate Exposition in which the station broadcasts a weekly series titled *Exposition Speaks*.

Promotional Click

WHEN the local newspaper refused to cooperate in publicizing radio programs, KDB, Santa Barbara, Cal., started *There's Something in the Air*, on which two announcers relate interesting facts about programs and personalities heard on the station. Undertaken originally as a sustaining house-organ type of program, the feature proved such a success it has been sold to a local sponsor.

SETS FOR SCHOOLS

Philco Brings Radio to Many Coast Classrooms

A SALES campaign activated by a generous impulse was staged Jan. 22 to Feb. 5 by Philco radio dealers of Northern California together with KSFO, San Francisco and KROW, Oakland. R. W. Dumm, merchandising manager of KSFO, surveyed San Francisco public schools and learned that 75,000 children are without radio educational programs for lack of receivers in classrooms.

A campaign was worked out with Philco executives whereby Philco would accept old radios for a specified price on new set sales, recondition the old sets and place them in classrooms throughout the Northern California territory, without cost to the schools. Salesmen's kits containing a series of counter cards, window streamers, sales price tags and so on, captioned "Readin' 'Ritin', 'Rithmetic and Radio", in color scheme of red, black and white school slate design were released to the Philco sales force.

Thompson & Holmes, Philco dealers, backed up the campaign with announcements on Northern California radio stations and newspaper advertising.

KSFO provided a complete schedule of CBS educational broadcasts and syllabus of the *American School of the Air* broadcast over CBS and released through electrical transcription by KROW during school hours.

John Parsons of the Philco sales promotion department went East to explain the idea to the Philco home office. If the campaign in California is successful, it may be adopted nationally.

BROCHURES

WRC, Washington—Multi-color circle booklet simulating a clock to carry out the *Timekeeper* theme, promoting Gordon Hittenmark's early morning programs on the station.

WCOA, Pensacola — 14-page mimeographed book containing complete market and station information, prepared by John H. Perry Associates, representatives of WCOA.

NBC—Four-page folder on *Women's Magazine of the Air*, Pacific Coast participating program, with enclosed postal asking for brochure to be used by advertisers wanting the full details of the program.

WAIR, Winston-Salem, N. C.—File-size folder presenting market and coverage data against a tint-block background of tobacco and textile products manufactured in the area.

WIBW, Topeka, Kan.—Die-cut promotion folder on "cash-measured sales" theme.

WMAQ, Chicago — Green-and-white folder, *Dear Mr. Wons*, describing the deluge of mail received after Grandma McDonell's request for a Christmas card was read on four of Tony Wons' programs.

WABC, New York—Twelve-page gold leaf folder, promoting Larry Elliott's *Rising Sun* program, and announcing that it is now available for participating sponsorship.

CBS Pacific Network, Hollywood—Olive and black, 9 x 12-inch lithographed mailing piece titled "To Sell Most".

NAB—Radio success stories of furniture stores, fourth trade study released by NAB Bureau of Radio Advertising.

Air Line Campaign

THIRTEEN stations in its operating area are included, along with magazines, trade journals, billboards and certain newspapers, in the schedule of Chicago & Southern Air Lines which will campaign in March, April and May for greater acceptance of its service coincident with the inauguration of its new fleet of 21-passenger Douglas planes. The campaign, handled by Erwin, Wasey & Co., will synchronize with the national Air Transport Campaign. The radio schedule consists of spot announcements and 15-minute transcriptions and will be placed on WWL, WSMB and WDSU, New Orleans; WJBO, Baton Rouge, La.; KROC, Rochester, Minn.; WGCM, Gulfport, Miss.; WGRM, Greenwood, Miss.; WCBS, Springfield, Ill.; WTMV, E. St. Louis, Ill.; WCLS, Joliet, Ill.; KXOK and WEW, St. Louis; WMPS, Memphis.

Guestitorial

RATING INTO BOOMERANG

By JOSEPH CREAMER
Promotion Director, WOR

GENERALLY speaking, audience ratings have assumed an importance in radio selling which heralds either the growth or death of a cycle. This is not uncommon, for the progress of radio selling, like the progress of the industry itself, has had a tendency to move in cycles; laying stress during one period on a fact or event which, in time, is eclipsed by another.

Partially responsible, perhaps, for the present popularity of audience ratings as a selling tool are four things:

1—The eagerness with which they are exploited by radio stations and networks.

2—Their promotion by the people responsible for compiling them.

3—The incessant demand for audience ratings by advertisers and their agencies.

4—The fact that, at present, they are radio's favorite—if limited—measuring stick of its circulation.

Because of the apparent ease with which audience ratings can be used and the importance which has been attached to them, advertisers, agencies and those radio people who have been most eager to supply them, have a habit of forgetting that a great measure of skill and judgment must be brought to their interpretation.

But, how—why? Surely, a rating is a rating and figures don't lie? True, but faulty interpretations can belie figures and unskilled presentation of the facts often cripple or kill a sale in the making.

For instance:

A manufacturer of a class product bought a show on an Eastern station. The sale was originally made because of the high rating obtained by the show. Six weeks after the show was sold the rating began to drop. At the end of eight months of sponsorship, the rating hit a level of 9% and remained so for quite a period.

But Sales Went Up

Because the sponsor had been educated to judge a show's progress by its rating, he berated the agency and the station. Yet, the sale of articles mentioned on the show jumped 25% compared with the previous year when no radio promotion was being used.

Did this satisfy the sponsor? Not at all. He reasoned, and correctly, as he had been taught to reason—that the greater the audience the greater the sales volume.

Relations between the agency, the sponsor and the station became increasingly taut. Eventually, the program was shifted to another outlet in the same territory. But though the coverage and power of the other station was equal to the one originally used, the rating held its level of 9%, varying occasionally to 8 and 11%.

Fifty assorted answers might be arrived at from this case, but one definite fact remains: A low rating must never be judged on its face value. A show gets what audience it has been slanted to get and some shows with considerably low ratings are doing the best selling jobs in radio. Audience turnover will always occur, whether one has a low rating or not, bringing in new prospects to replace those which have been sold and yet, may continue listening to the show.

Watch Cumulative Ratings

Audience ratings should not be judged on their day-to-day and week-to-week showings. Most ratings to be considered intelligently are cumulative. Audience ratings should be presented by radio time-sellers as part of the story they have to tell and not the major point of the story. There should be a greater willingness to judge the audience ratings of competing shows calmly and analytically and not enviously.

There has been a definite attempt during the past year to educate agency people and the industry in the handling and interpretation of audience material. But this has been limited and sporadic. Radio and advertising need this education, whether it comes from trade paper articles, speeches and talks, or stems from key people whose jobs are the rational interpretation of material that can boomerang when carelessly handled.

KPAC, Port Arthur, Tex., of the Lone Star Chain, on Feb. 1 joined MBS as an affiliate station. KPAC operates with 500 watts on 1260 kc., day.

Sweet 16

. . . but How Experienced!

LISTENERS' HABIT **WTAR is *sixteen years old*—almost as old as broadcasting itself. Since 1923 WTAR has built an attentive, responsive audience—*that today, more than ever, tunes to WTAR thru habit* for the cream of radio entertainment. Finest local features. Both NBC Blue and Red programs.**

SALES PROOF **One client has used WTAR on a *daily schedule for 16 years*—another for *13 years*. Positive proof of WTAR's sales-responsive audience! Put WTAR on *your* schedule . . . and watch your sales zoom in this rich Norfolk Market (ranking first in Virginia).**

WTAR

Owned & Operated by Norfolk Newspapers, Inc. *National Representatives:* Edward Petry & Co.

BRUSHING up their technique during prelims, this trio was ready for the exclusive broadcasts of the finals of the Texas Golden Gloves boxing contests sponsored by Texas Pacific Coal & Oil Co. on KGKO, Fort Worth, to be heard Feb. 17 and 19. The KGKO sportscasting crew includes Engineer Bruce Howard, riding gain on the amplifier, "Scooter" Tonahill, color commentator, and Tee Casper, who handles the blow-by-blow descriptions. Evans & LeMay, Fort Worth, handles the account.

BOUGHT BY PAPER
San Francisco Daily Using Program and Spots

THE *San Francisco Examiner* is sponsoring a 10-minute daily section of the *Commuter's Clock*, on KROW, Oakland, an early morning participating program. Morning paper, largest in the San Francisco area, is also using night announcements. Early program calls attention to the big stories in the morning edition without revealing the actual news and caps off with "Buy an *Examiner* at your nearest corner." Night announcements use the same technique to stimulate paper sales around 8 o'clock when the first edition hits the stands. Ed Reap, sales promotion manager of the *Examiner* and Phil Lasky, manager of KROW, handled the deal.

Buy Dawn Patrol

CHRYSLER - Plymouth dealers of Cincinnati and the local Fifth Third Union Trust Co. on Feb. 11 started joint sponsorship of *Dawn Patrol*, early morning program heard 7:30-8:30 a.m., Mondays through Saturdays, on WKRC, Cincinnati. The program is conducted by Mike Hunnicutt. The Chrysler-Plymouth dealers sponsored *Dawn Patrol* for 65 weeks from October, 1938, before discontinuing sponsorship because of labor troubles that slowed car deliveries. The Fifth Third Union Trust Co. has used time on WKRC for the last year.

Folger Revises List

FOLGER COFFEE Co., San Francisco (coffee), through Raymond R. Morgan Co., Hollywood, has revised its list of stations and on March 4 renews for 39 weeks the thrice-weekly five-minute program, *Today's Best Buys*, on KMJ KMED KIDO KIT KFBK KGB KSRO KHQ KERN KOY KWG. The firm on April 18 renews for 26 weeks its weekly quarter-hour *Tonight's Best Buys* on KNX KSFO KOIN, and in addition will use 100 word spot announcements five times weekly on KQW KJBS KVI KOH.

NEWSPAPER QUIZ
WCBS Show Based on Items In Local Paper

THE *Illinois State Journal* is sponsoring a new series of quiz programs over WCBS, Springfield, Ill. The one-hour show, 3:30-4:30 p.m., Sundays, is known as *Know Your News*. Six volunteer contestants compete for $15 first prize, $7 second prize and $3 third prize. The questions are based on articles appearing in the Friday and Sunday issues of the newspapers. Each contestant is asked three sets of questions, each set containing four parts. Scoring is on a basis of 25 points for each correct answer to a question. In addition to quizzing contestants, a strolling quizzer awards silver dollars to members of studio audience giving correct answer. Also a feature of the program is the selecting of names at random from city directory. These names are called and if the person is either in the studio audience or listening to the program they are given two silver dollars.

Bob Gregory, WCBS special events director, assumes the roll of "professor", Noble Nash handles commercials and tabulates the scores while Don Tolliver is the strolling quizzer. Jack Heintz, sales manager, who originated the idea for the sponsor, serves as time keeper.

In connection with the program the *Illinois State Journal* has been running two half-page and four quarter-page advertisements weekly, calling attention to the program.

KMOX OFFERS NEWS TO COUNTRY PRESS

KMOX, St. Louis, has started a new syndicated feature service specially designed for country newspapers of Missouri, Illinois and Arkansas. The service includes five "columnettes", each written by a KMOX personality, and not dealing with radio news as such, but rather written in a similar vein to their regular programs on the station.

The editorial offerings cover current events, sports, home economics, farm news and fashions, and supplement the regular KMOX publicity releases and feature material on radio programs supplied papers carrying radio departments. Weekly installments in the new service include "Harry Flannery Views the News"; "Notes from the Magic Kitchen", by Jane Porter; "Let's Discuss the News with Josephine Halpin"; "France Laux' Sports Review", and "Farm Flashes", by Charles Stookey.

The by-line personality in each case represents a top-ranking KMOX program feature, each with a large following in the tri-state area. The station describes the new service as the first instance where a single station has furnished a complete syndicated feature service covering a wide range of topics.

Hallmark to Expand

HALLMARK BROS., Kansas City (greeting cards), will expand its thrice-weekly 15-minute series featuring Tony Wons on WMAQ, Chicago, to a network in the fall of 1940, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

When you think of

NEW ORLEANS

you think of:

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Come to C
F
V
S
FI
C

CINCINNATI!

FIND OUT FOR YOURSELF
WHAT HAS HAPPENED
SINCE WE WENT . . .

FIFTY GRAND

IN WATTS with

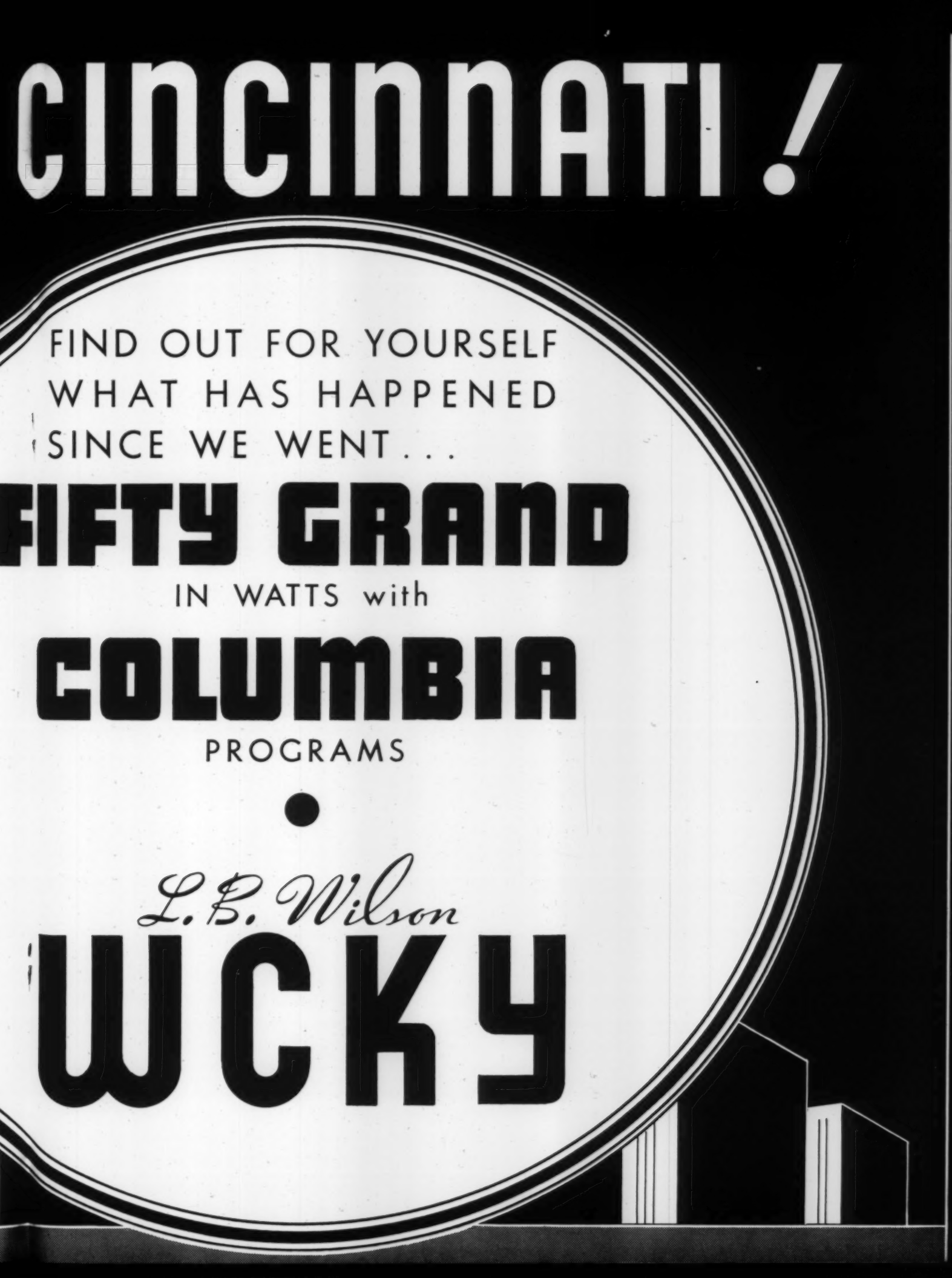
COLUMBIA

PROGRAMS

●

L. B. Wilson

WCKY



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OUR PLATFORM

Keep American radio free as the press.
Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.
Build programs to provide the greatest good for the greatest number.
Avoid political partisanship on the air.
Install radios in every home, classroom, office, automobile, passenger train and airplane.
Keep pace with technical developments and foster their commercial applications.

Fool's Gold

THERE is a vast difference between *legal* radio and *good* radio. Similarly, there is a difference between *direct* censorship of programs, which is illegal, and a pseudo-censorship stemming from suggestion or suasion.

The FCC has referred to the Department of Justice for possible action the dynamic *Pot o' Gold* program, together with a prize contest presented locally, against which complaints had been made. It did not cite the stations involved for hearing or itself undertake any other punitive action. In this respect the FCC has altered its previous course, of which the Orson Welles "Martian Invasion" and the Mae West episodes are significant reminders. It apparently has resorted to the "frowning upon" technique as a means of warning stations. That, in our view, is not an improper or unwise course, though it does indicate a lingering tendency toward program scrutiny of a nature not contemplated in the law.

The prize contest giveaway has spread like wildfire in the last year. The *Pot o' Gold*, as a matter of fact, is only an exalted and nationalized version of a technique used in publications and on the air locally for several years. Uncle Sam, in the courts and executive departments, apparently has not yet found any legal basis upon which to brand the general run of contests as infractions of the law. Competent attorneys regard them as being within technical legal bounds.

Thus it must be concluded that such programs are legal, generally speaking. But are they *good* radio? We believe the giveaway technique is running away with itself. Advertisers, to be sure, want such programs because of audience appeal. But, as we have often repeated, they are not interested in radio as a medium but only in the song of their own cash registers.

Radio cannot afford to permit its program structure to dislocate itself because of this fad or that. Radio does not have to resort to a plethora of prize awards to attract its audience. We hope the effort will be toward deemphasis of this technique henceforth, for the good of radio.

Juridicial Jitters

IN ESPOUSING the cause of Radio by the American Plan, we have been accused by many a critic, inside government and out, of an "our-industry-can-do-no-wrong" complex. We plead guilty—but with a qualification. The industry has done no serious wrong, if public service be the criterion, except the self-inflicted kind. It has been too carefree about its own welfare, too remiss in defending its own rights.

With that avowal, we again lead with our chin. From where we sit, the trend in Congress, the courts and the Commission appears to be toward confusion rather than clarification of the rights of broadcasters—a babel of regulatory contradiction. And broadcasters seem to be afflicted or near-afflicted with acute juridicial jitters, complicated by Commission concussion and legislative locomotor ataxia.

The Commission's philosophy of unlimited competition in broadcasting, through indiscriminate licensing of new stations, may be fine. The Commission, or at least its Law Department, in effect says it has nothing whatever to do with the business of broadcasting and that the survival of the fittest theory should hold. But concurrently the Commission sees fit to take a contradictory slant on the same general issue, if we interpret correctly other current manifestations. Certainly if the FCC is but a "traffic cop", it should not find it necessary to smother stations with questionnaires penetrating into the most intimate aspects of their business, their programs, their personnel and other operations.

The Supreme Court has held that the Commission is free to administer the Communications Act without hindrance from the U. S. Court of Appeals for the District of Columbia. The lower court cannot mandamus or instruct the Commission to carry out a mandate relating to the Commission's administrative functions. That ruling in effect means that while aggrieved stations can appeal from FCC actions, the FCC has only to revise its findings (should it be reversed) and follow through as it deems just. In the final analysis it means that appeals, unless the Commission acts in arbitrary or capricious manner or openly flaunts the law, are little short of futile. If that condition is fallacious or untenable, the only recourse, according to the nation's highest tribunal, is to Congress itself.

On the Congressional front, where radio has always been a favorite football, the latest onslaught on the business of broadcasting comes in the substitute Johnson Bill to bar advertising of alcoholic beverages from the air, now pending before the Senate. Introduced by Senator Johnson (D-Col.) the new bill would mean automatic revocation of the license of a station if it accepted any beer, wine or liquor advertising. It has the support of the prohibition forces. Only radio would be affected; newspapers and magazines would not be molested. It thus is obvious censorship of radio. The Communications Act says there can't be censorship, and the FCC used that clear expression in the Act as its basic argument before the Supreme Court in the "survival of the fittest" issue.

We have said before that the principle involved in the original Johnson Bill, let alone the more objectionable substitute, is not only repugnant to democratic principles but is so dangerous to radio that no broadcaster can afford to ignore it. It discriminates against radio; it flaunts the wishes of the people who voted for repeal. If the advertising of one legal commodity can be banned by legislative fiat, then the same restriction can be placed on other commodities.

No newspaper or magazine publisher should let the Johnson Bill go unchallenged, for his own self-preservation. If the bluenosers win on radio, the printed page is next.

Then, to add to all this confusion, there are the rumors about what the FCC proposes to do as a result of its Network-Monopoly investigation. Its report has not yet been made public, of course, but if only a fraction of the indicated "reforms" are instituted, there would be utter conflict with the expressed FCC philosophy of free competition.

If broadcasters are to be subjected to unlimited competition of as many stations as the spectrum can physically accommodate, then they should be free to run their own businesses, with no holds barred, so long as they serve the listener. And if that doesn't work, consult your favorite Congressman about new legislation.

Serious Music

JUST six months ago, an embattled broadcasting industry, in extraordinary session of the NAB at Chicago, declared war on the ASCAP copyright monopoly. A wholly-owned adjunct of the stations themselves, which would create an independent and competitive supply of music to meet radio's requirements, was authorized. A fund of $1,500,000 was the goal.

Today Broadcast Music Inc. is a going concern. It has pledges from some 250 stations of more than $1,140,000 with half of the station roster to go. It has a plan of operation fully outlined. What many regarded as impossible has been accomplished with the subscription of these funds.

ASCAP contracts expire at the end of the year. The industry *must* be in a position to get along with the vaunted ASCAP repertory by that time. That is Broadcast Music's mission. If it fails, the industry is destined to remain at the mercy of a despot controlling radio's life blood. It is up to the industry to follow through with every ounce of its energy.

We Pay Our Respects To —

SIDNEY S. FOX

AT THE PRIME age of 51, Sidney S. Fox (Sid, to everyone) holds the distinction of pioneering two major American industries—radio and the movies. Dynamic, aggressive Sid Fox is the born showman, and his KDYL in Salt Lake City is an expression of the showman's personality. Above all, he is an astute businessman and under his guidance KDYL has been made one of the most valuable regional radio properties in the land.

Born in St. Louis, Jan. 11, 1889, Sidney S. Fox (the initial was merely adopted for euphony's sake, means nothing) is self-made, self-educated. His family moved to Denver when he was seven. There he grew to young manhood. His first jobs were in advertising sales. By 1914 he was working for the newly-developing motion picture industry, doing theater contacts for Pathe and Selig-Essenay.

Envisoning big opportunities in the movie field, Sid Fox decided to go into business for himself, securing State right distributing offices in the Denver and Salt Lake territories. Under his aegis box-office records were hung up for such pictures as "Mickey", "Civilization", "The Garden of Allah", "Raffles" and many other early super-collosals.

Foreseeing the trend in motion picture distribution — the change from the independent operator to organizations controlled by the big producing companies—Sid Fox approached the *Salt Lake Telegram* in 1925 with a proposition to buy and operate its radio station. The deal was made, and in November of that year he acquired the then 50-watt KDYL. It had exactly two employes and two offices—one occupied for studio space and the other containing the transmitter and control room.

In his 14 years of directing KDYL, Sid Fox has built the staff to 70. KDYL's business offices alone occupy a full floor of the Tribune-Telegram Bldg., and its production activities are handled from a separate building containing a big auditorium that seats 350. From 50 watts, the station's power has been stepped up in successive stages to 5,000, and its modernistic transmitter house is one of the city's showplaces.

His motion picture experience and his foresight led Sid Fox to be one of the first to step into the television field. Recently he purchased one of the new RCA portable television outfits and the Salt Lake City demonstrations of television were among the most noteworthy of the year just past.

Enthusiasm and foresight—these best sum up the characteristics of this breezy westerner, who is well-known throughout the broadcasting industry as one of its most progressive and most successful operators. He belongs to numerous city and State clubs and fraternal organizations. He and his station are part and parcel of his community. Latterly he has been dividing his time between Salt Lake and the home he also maintains in Los Angeles.

Married 20 years and head of a large family, with one son active in the operation of KDYL, Sid Fox makes radio his chief hobby, though he likes golf and horseback riding. Among his employes he is esteemed for being "regular" and particularly for possessing a business and program sense that almost invariably clicks when proposing new ideas or undertaking new ventures.

WFIG Starts March 1

T. DOUGLAS YOUNGBLOOD, formerly commercial manager of WRBL, Columbus, Ga., and more recently with the sales department of WCOS, Columbia, S. C., has been named manager of the new WFIG, Sumter, S. C., his home town. The station, authorized for construction last July, will go on the air March 1, according to J. Samuel Brody, local business man, who will be licensee. It will operate on 1310 kc. with 100 watts night and 250 day. RCA equipment is being installed.

Personal NOTES

SHERMAN D. GREGORY, general manager of KDKA, Pittsburgh, has been appointed chairman of the entertainment committee for the annual banquet for the Pittsburgh Chamber of Commerce, to be held Feb. 26. Gregory is producing a special show using KDKA talent, included in which will be an actual broadcast of the KDKA-Chamber of Commerce radio show, *Greater Pittsburgh Speaks*, featuring a special quiz between Pittsburgh radio station managers and announcers.

JOHN McCORMICK has joined the NBC, Chicago, network sales staff. He was former assistant manager of WCCO, Minneapolis, and prior to that an associate at WKRC, Cincinnati.

MAJ. J. ANDREW WHITE, founder and first president of CBS, has been signed by 20th Century Fox Film Corp., Hollywood, to collaborate with Ted Sherdeman in writing the "Cavalcade of Radio".

HOWARD FOLEY, formerly of KTAT and KGKO, Fort Worth, Tex., has joined the sales staff of KOMA, Oklahoma City.

EMIL HAJEK, account executive of KGER, Long Beach, Cal., and Muriel Larkey, of Los Angeles, were married recently at Yuma, Ariz.

ROBERT DAVIDSON, new to radio, has joined KGER, Long Beach, Cal., as account executive.

J. C. TOBIN, formerly of Commercial Broadcasting Service Ltd., and Associated Broadcasting Co., Toronto, has joined Radio Centre Ltd., Toronto, as sales manager.

WILLIAM J. SCRIPPS, general manager of WWJ, Detroit, is vacationing in Mexico during February.

CHARLES MORIN, for four years CBS sales representative in San Francisco, on Feb. 12 became sales manager of KSFO, San Francisco, under Lincoln Dellar, general manager. Before entering radio Mr. Morin was in the stock and bond business.

RAY BARNETT, sales promotion executive of KSFO, San Francisco, is recuperating from an emergency appendectomy.

HARRY C. BUTCHER, CBS Washington vice-president, left Washington Feb. 6 for a two-week vacation in Florida.

EDWARD R. MURROW, chief of the CBS European staff of correspondents, has been in a London hospital suffering from influenza.

W. R. CHRISTIAN, publicity director of WGST, Atlanta, on Feb. 5 joined WSAI, Cincinnati, as a salesman.

JAMES MOORE, formerly of the Harlingen studios of KGFI, has joined the sales staff of KFDA, Amarillo.

ARTHUR B. CHURCH, president of KMBC, Kansas City, left with Mrs. Church Feb. 10 on a vacation cruise to Honolulu, sailing on the *Lurline*. They were accompanied by C. W. (Chuck) Myers, president of KOIN, KALE, Portland, Ore., and Mrs. Myers. Mr. Church plans to return about April 1.

JOSEPH H. STORY Jr., recently with KMBC, Kansas City, and before that with Kellogg Co. and Capper Publications, has re-joined Capper Publications as advertising representative for WIBW, Topeka, and *Topeka Daily Capital*. He will headquarter in Kansas City.

DANIEL S. TUTHILL, assistant managing director of NBC artists service, is director of the Radio Production clinic, one of six clinics conducted through March 11 by the Advertising and Selling Class of the Advertising Club of New York. Speakers to date in the Radio Production clinic have been Lester Vail, NBC production department; James Church, NBC production director; Lester O'Keefe and Herbert E. Liversidge, NBC production directors, and on Feb. 16 N. Ray Kelly, NBC chief sound effects technician.

JOHN C. McCORMACK, general manager of KWKH and KTBS, Shreveport, La., recently was elected to the Centenary College board of trustees and made a member of the Centenary athletic board. He also has been elected to the board of directors of the Shreveport Chamber of Commerce.

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, has been named chairman of the sales managers' division of NAB District No. 8.

WILLIAM MALO, commercial manager of WDRC, Hartford, has been appointed chairman of District No. 1 of the NAB Sales Managers Division.

MEFFORD RUNYON and Herbert Akerberg, CBS New York vice-presidents, were in Hollywood in early February for discussions with G. A. Richards, owner of KMPC, Beverly Hills, Cal., recently affiliated with the network. While on the Coast they also conferred with Donald W. Thornburgh, CBS Pacific Coast vice-president, and visited other affiliates.

EUGENE MARTIN, who has been handling publicity and promotion for American Television Corp., New York, has been appointed advertising manager of the company to introduce the new line of "Videor" television sets in New York and Los Angeles.

STAN SIMPSON, salesman of KTKC, Visalia, Cal., recently married Lois Buckman.

GENE CARR, commercial manager of WGAR, Cleveland, discussed radio's views on news propaganda at a recent civic forum in Cleveland.

HOWARD BARLOW, conductor of the CBS Symphony Orchestra and director of the Baltimore Symphony Orchestra, has signed with Columbia Recording Corp., Bridgeport, as an exclusive artist.

BILL STEITZ, NBC, Chicago, local salesman, is absent from his desk after an auto accident in which he suffered several broken ribs.

WILLIAM FOULIS, formerly of KOB, Albuquerque, N. M., has joined the sales staff of WROK, Rockford, Ill.

LOGAN NININGER, announcer of the *Musical Coffee Cup* over KBND, Bend, Ore., on Feb. 15 joins the staff of KMED, Medford, Ore. He is being replaced at KBND by Robert Dickinson, formerly with KBPS, Portland.

CHARLES TEAS, formerly of KGFL, Roswell, N. M., has joined the commercial department of KOB, Albuquerque.

GATE TAYLOR, former advertising manager of BROADCASTING, has joined the advertising staff of *Variety*.

Mrs. Laura L. Church

MRS. LAURA LORENA CHURCH, 76, mother of Arthur B. Church, president of Midland Broadcasting Co. operating KMBC, Kansas City, died Feb. 1 at her home in Lamoni, Iowa, after an illness of several weeks. In just a few months she and her husband, Charles F. Church, would have celebrated their 57th wedding anniversary. Mrs. Church was born in Hopkins Station, Mich., in 1864, and had lived in Lamoni since 1881. In addition to her husband and Arthur B. Church, she is survived by another son, Charles Jr. of Bowling Green, Ohio, and two brothers, John Smith of Lexington, Ky., and Mark M. Smith of Kansas City, the latter merchandising and research director of KMBC.

XUM

BEHIND the MIKE

ED MASON, announcer formerly assigned to rural programs of WLW, Cincinnati, has been named farm program director of the station by George Biggar, general program director of WLW. He will be assisted by Charles Grisham and Merton Emmert, winners of the 1939 agricultural scholarships awarded annually by WLW, who were added to the regular staff Jan. 1.

BOB LYLE, formerly of KXOK, St. Louis, has joined the announcing staff of KMOX, that city.

BENNETT FISHER, chief announcer of KOMO-KJR, Seattle, and Mrs. Fisher, are the parents of an eight pound boy born Jan. 23.

GORDON FITZGERALD, formerly of KFJZ, Fort Worth, has joined the announcing staff of KGKO, that city.

JIMMY SIRMONS, formerly of WSUN, St. Petersburg, Fla., has joined the announcing staff of WCKY, Cincinnati.

RUSS BRINKLEY, formerly of KITE, Kansas City, has rejoined WHP, Harrisburg, Pa. A licensed aviator, he recently was issued an aviation radiotelephone rating by the FCC and plans to conduct a series of flying broadcasts.

DON BELL, formerly of WFLA, Tampa, and Genevieve Burke, of WHEC, Rochester, N. Y., have joined WTSP, St. Petersburg, Fla., as program director and traffic manager, respectively.

LEE CHADWICK, for the last five years continuity director of WTAR, Norfolk, Va., has resigned to join the writing staff of *We, the People*. J. J. Friedman, formerly of WGH, Newport News, succeeds Chadwick at WTAR.

BOB BALLANTINE, of the artists staff of WLS, Chicago, married Agnes Helen Boyer Feb. 6.

CLINTON (Buddy) TWISS, NBC Hollywood special events director, on Feb. 5 started for 11 weeks or more, doing commentary on the five-weekly quarter-hour *Langendorf Pictorial* program, sponsored by Langendorf United Bakeries on three NBC-Pacific Red stations. He is holding down during the absence of Rush Hughes, regular commentator, who on Feb. 13 joined the New York cast of the weekly NBC *Johnny Presents* program, sponsored by Phillip Morris Co., as guest m.c. Hughes also does his *Hughesreel*, a microphonic word picture of unusual events.

JACK MILES, for six years a member of NBC's New York publicity department, has been appointed trade news editor. Charles Pekor had been handling this work in addition to his own position in charge of publicity on sponsored programs since the resignation of John Graham last fall.

WALTER RODDA, formerly of WCOC, Meridian, Miss., has joined the announcing staff of WBRC, Birmingham.

ALEX STEINWEISS, free-lance commercial artist, has been appointed to the newly-created post of art director for Columbia Recording Corp., Bridgeport, Conn., according to Patrick Dolan, director of sales promotion.

JACK WALTER ZUIDEVELD, formerly of WKBZ, Muskegon, Mich., and WKZO, Kalamazoo, has joined WSAV, Savannah.

BILL WALKER, announcer and continuity writer, formerly of WHLB, Virginia, Minn., has joined KFJM, Grand Forks, N. D.

Voynow, Frank to CBS

RICHARD VOYNOW, onetime production head of WLW, Cincinnati, and recently commercial manager of WEAN, Providence, has joined the program service department of CBS to sell programs to agencies. Francis C. Barton Jr., director of the department, has also announced the addition of Yasha Frank, formerly supervisor of the WPA children's theater. Mr. Frank will work on the creation of new programs and will be responsible for integrating programs and commercials.

Mr. Voynow

WILLIAM BACKMAN, son of the president of the Salt Lake City Chamber of Commerce, has joined the announcing staff of KVNU, Logan, Utah, after qualifying on the *Announcer's School* broadcast auditions held by KDYL, Salt Lake City.

ROBERT PAUL SMITH, formerly of the CBS script division, and currently script writer for the CBS *Hit Parade* program, on Feb. 7 married Elinor Goudling of New York.

NORMAN PANAMA and Melvin Frank, formerly writers for Bob Hope and Phil Baker, respectively; Sidney Fields, recently with Eddie Cantor, and Lynn McManus, for many years associated with Rudy Vallee, have been signed to write script for the new Rudy Vallee program, on NBC-Red, which starts March 7 under sponsorship of Sealtest, subsidiary of National Dairy Products Corp., New York. They were signed by Herbert Korholz, executive of McKee & Albright, New York, agency servicing the account.

WILLARD DOUGHERTY, formerly of WCPO, Cincinnati, has joined the announcing staff of WKBN, Youngstown, O.

MARY McCONNELL HICKOX, continuity director of KOB, Albuquerque, is teaching a class in radio writing and production at New Mexico U, in Albuquerque.

THAINE ENGLE, announcer of KGKO, Fort Worth, has been promoted to traffic manager.

IRA WALSH, sportscaster of WPEN, Philadelphia, has been named chairman in charge of radio of the Middle Atlantic Assn. Amateur Athletic Union's committee on Finnish relief.

JOE PARKER, NBC Hollywood director, has returned to his network duties, after being confined to Hollywood hospital with influenza.

MARJORIE KENDALL, CBS Hollywood sales department secretary, is in Hollywood hospital recuperating from pneumonia.

J. J. FRIEDMAN, formerly of WGH, Newport News, Va., has joined WTAR, Norfolk, as continuity director, succeeding Lee Chadwick, who recently joined Young & Rubicam.

JOHN M. KENNEDY, KFAC, Los Angeles, announcer and Betty Copeland of that city were to be married Feb. 14.

LUCILLE McCUBBIN, secretary to Fox Case, CBS Hollywood director of public relations, is recovering from an emergency appendicitis operation.

ROLLIE WILLIAMS, production manager of KMOX, St. Louis, is the father of a baby boy weighing 8¼ pounds, born Feb. 2.

ROBERT E. POMERANZ has been named publicity director of WPTF, Raleigh, replacing B. Walter Huffington, transferred to traffic. New announcers include Russel Dolar, graduate of the NBC announcer's class, and Henry Nigrelli, North Carolina U graduate.

GRACE JONES, CBS Hollywood music department secretary for several years, has resigned and was married Feb. 12 to Micky Garlock, professional manager of Bregman, Vocco & Conn, music publishers.

WILLIAM A. FARREN, on the NBC announcing staff in New York for seven years, has resigned to freelance. The move enables him to continue with his commercial assignments on NBC as well as handle other announcing assignments, among them the five-weekly *Gospel Singer* strip on WOR and Paramount Newsreel.

WALLACE WEST, of the NBC press department, New York, on Feb. 3 spoke on "Humanizing Publicity" at the New England Conference of the American College Publicity Assn. in Springfield, Mass.

NORMAN KAPLAN, formerly of the publicity department of WHN, New York, has joined the Metro-Goldwyn-Mayer publicity department, New York, as staff photographer.

ENOCH SQUIRES, formerly of WFBL, Syracuse, has joined the KOIN, Portland, Ore., news and production departments.

CLIVE DAVIS, free-lance announcer, is currently testing a program titled *The Little Man Makes News* for Federal Transcribed Programs, New York, on WCNW, Brooklyn. Program is based on the activities of people who seldom make the news.

RAY GRUMMEL, commentator on the KMO, Tacoma, program, *You & Your Dog*, has been elected secretary of the Tacoma Hot Stove League.

JACK DAUB, formerly of WDOD, Chattanooga, and now chief announcer and program director of WSPB, Sarasota, Fla., is to marry Kay Marshall, WDOD vocalist, on March 1.

Meet the LADIES

DOROTHY R. SPICER

CONDUCTOR of *Listen, Ladies* on WWJ, Detroit, Dorothy R. Spicer has been in radio five years. Prior to the inauguration of her present program, Miss Spicer was WWJ's *Household Adviser*, and handled a participation program of that name for two years. She started in radio with WCCO where she was a script writer as well as conductor of a woman's program. She also was formerly with CBS as sales representative. Business career includes publicity work for national conventions, department store copy writing, comparative shopping, and sales promotion. Miss Spicer's present program, *Listen, Ladies*, is a half-hour daily variety show. She presides as hostess, and introduces an organist, a male vocalist, a "Tonight's Dinner" planner, and interviews visiting and local celebrities.

DOROTHY DUNETEN, Los Angeles commentator, known on the air as DeDe, has started a five-weekly quarter-hour comment program, *May I Come In?* on KECA, that city.

EARLE FERRIS' Radio Feature Service, New York publicity agency, has established Pacific Coast offices at 6381 Hollywood Blvd., Hollywood, under the firm name of Earle Ferris Associates. Bernie Milligan, who edits the weekly radio fan tabloid, *Gilmore Mike*, published by Gilmore Oil Co., Los Angeles, is general manager. Coy Williams is in charge of editorial copy. Earle Ferris recently sold his West Coast division of Radio Feature Service to Irving Parker. He is operating under the firm name of Irving Parker, Radio Feature Service, with headquarters at 1680 Vine St., Hollywood.

HAROLD SAFFORD, program director of WLS, Chicago, has returned to his desk following a trip to Aberdeen, S. D., where he was called by the illness of his father.

SHERRILL EDWARDS and Jerry Hawthorne, new to radio, have joined the guide staff of NBC, Chicago.

NORMAN GOTTSCHALK, male lead in the NBC *Houseboat Hannah* show, is the father of a baby girl, Kathleen, born Jan. 24.

ELIZABETH HART, feminine commentator of WMAQ, Chicago, has started a 15-minute Saturday morning program titled *Elizabeth Hart Presents*. The informal series includes book reviews, hints on cooking and beauty.

JERRY GEEHAM, baseball announcer of KMO, Tacoma, has been appointed to direct the annual Tacoma Golf Open sponsored by the local chamber of commerce next July.

BOB GREGORY, sportscaster and special events director of WCBS, Springfield, Ill., has been named instructor in radio script writing and presentation in the Community School for Adults conducted by the local Lincoln Library.

JEAN FAY, commentator at KYA, San Francisco, fractured a bone in her foot recently when she fell while skiing.

GERALD ERWIN, formerly instructor in music and athletics in the local schools, has joined the production staff of KTKC, Visalia, Cal., in addition to his position as the station's musical director.

LUCILLE BROPHY, secretary to Jerry Danzig of the production staff of WOR, Newark, has announced her engagement to Ranald MacDougall, NBC staff writer in New York.

CHARLES CORRELL, who is Andy of *Amos 'n' Andy* on CBS, is the father of a girl, Dorothy Alyce, born Jan. 31.

TED BRIGGS, Canadian Broadcasting Corp. commentator, has joined the Royal Canadian Navy.

STU WILSON, Los Angeles commentator and announcer, after a year's absence, has returned to KHJ, Los Angeles, and is conducting the daily *Rise & Shine* program.

HOWARD RHINES, formerly of KHQ and KGA, Spokane, Wash., has been added to the announcing staff of KMPC, Beverly Hills, Cal.

GEORGE WELLS, Hollywood writer of J. Walter Thompson Co. on the CBS *Lux Radio Theatre*, sponsored by Lever Bros., is the father of a boy born Jan. 31.

BILL WICKHAM has been added to the announcing staff of KGY, Olympia, Wash.

JAMES WOOLWINE has resigned from the announcing staff of KUJ, Walla Walla, Wash., to join KGIR, Butte, Mont.

WALTER RADTKE, formerly announcer for Midwest stations, has joined the staff of KDB, Santa Barbara, Cal., as announcer-operator.

RICHARD STEEL, well-known Pacific Coast news commentator, recently was added to the staff of KYA, San Francisco.

JAMES DILLON, head of the traffic department, has been promoted to program and production manager of KGB, San Diego, Cal. Wayne Justice, new to radio, has been made traffic manager.

DUKE LOFFREDO D'ACERENZA, known professionally as Guiseppe Loffredo, New York writer and director of the serial, *The Ivory Tower*, on WOV, that city, is in Hollywood on radio business.

MAURICE RAPKIN, program director of CKCL, Toronto, on Feb. 6 married Reta Corbitt, of Toronto. They spent their honeymoon at Alliance, O.

LILLIAN SHERMAN, formerly with Jack Denny's orchestra, has joined the music staff of WHK-WCLE, Cleveland.

JIM MILES, formerly of WHKC, Columbus, has joined the announcing staff of WING, Dayton, O.

KROD Names Tucker, Will Go on Air in May

DELAYED for nearly two years because of litigation arising out of local objections, the new KROD, El Paso, Tex., began construction early in February and will be on the air some time in May, according to Dorrance D. Roderick, publisher of the *El Paso Times*, who will be the licensee. The station will operate with 250 watts full-time on 1500 kc., but on Feb. 6 Mr. Roderick applied to the FCC for 500 watts night and 1,000 day on 600 kc. KROD was authorized for construction June 2, 1938, but KTSM, El Paso, appealed from the Commission's decision and the U. S. Court of Appeals for the District of Columbia sustained the Commission last Nov. 13.

Mr. Roderick

Manager of the station, which will be housed in a newly-built studio and office building of Spanish architecture, will be Merle H. Tucker, until recently manager of KSAL, Salina, Kan., and formerly with WBAP, Fort Worth; WLW, Cincinnati, and WAVE, Louisville. Mr. Tucker in 1936 and 1937 was radio director for Billy Rose's show at the Fort Worth Frontier Fiesta. He attended Hardin-Simmons University at Abilene, Tex., where he studied music and played with the college's Cowboy Band. Chief engineer will be Edward W. Talbott, graduate of Purdue University, who was chief engineer of KOB, Albuquerque, N. M., before its removal there from State College, N. M. Recently he has been doing television research work at Purdue.

Ernest Carlson

ERNEST CARLSON, 13, Hollywood juvenile radio actor, died Feb. 7 in Pasadena of complications resulting from peritonitis and pneumonia. He had been a radio actor since he was 6. Recently he has been with Irene Rich, playing the part of her son, Donnie Bradley in the NBC serial, *Glorious One*, sponsored by Welch Grape Juice Co. He also portrayed the character of Peter in the NBC sustaining program, *Brenthouse*. Surviving are his parents, Mr. and Mrs. Oscar W. Carlson of Pasadena.

John Knox

JOHN KNOX, 28, Hollywood singer, known on the radio as Professor Gandy, died at Wilshire Hospital, Los Angeles, Feb. 6 following a brief illness. He was a member of the Goose Creek Quartet of the *Country Church of Hollywood* on KFWB, that city.

NBC Shifts Personnel

A CHANGE in assignments for James J. Neale, commercial sales traffic manager for the NBC Central Division, Chicago, has produced several additional shifts in personnel. While still retaining his title as sales traffic supervisor, Neale is assigned to sales activities on network accounts handled by H. C. Kopf, manager, and Paul McCluer, assistant manager of network sales. The bulk of detail in the sales traffic branch is now handled by Floyd Van Etten, who has been in charge of local and spot sales traffic. Van Etten's assignments are taken over by E. A. Stockmar, whose post of program traffic manager goes to Frank Golder. Golder's job as night traffic supervisor is in the hands of L. E. Douglass of the Artist's Service staff. Ray Neihengen has become accountant in Artists' Service; Kenneth B. Stedman has been transferred to credit and collection; Arnold Johnson moves into the accounting department as special clerk; Fred Klein Jr. is now a special clerk in Artists' Service.

ELOPING by plane to Reno in mid-January to climax a one-month romance, Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal., appears here with his orchided bride, the former Natalie Traube, San Francisco society girl.

FOURTH salesman of WOR, Newark, to achieve a sales record of $1,000,000 is Robert A. Catherwood, who made it early this month. Last year Otis P. Williams and Theodore W. Herbert achieved the mark, and in 1938 George A. Schmidt was first to do so.

TRANSFER OF KFNF TO OMAHA SOUGHT

FORMAL applications were filed Feb. 6 with the FCC for frequency shifts involved in the deal whereby KFNF, Shenandoah, Ia., would be moved into Omaha and sold to the *Omaha World Herald* [BROADCASTING, Jan. 1]. KFNF, now sharing 890 kc. with KUSD of the University of South Dakota at Vermillion, would go to fulltime on that frequency with 5,000 watts. KUSD has applied for a shift from 890 to 660 kc., the channel now occupied by KOWH, daytime outlet owned by the *World Herald*. KFNF is now 48.75% owned by the *Des Moines Register & Tribune* (Cowles) interests, which have an option to acquire the remaining stock from Henry Field if the move to Omaha is authorized. Thereupon the station would be sold to the *World Herald*. The Cowles stations in Des Moines, KRNT and KSO, on Feb. 6 also applied to the FCC for 5,000 watts fulltime for both stations on their present frequencies, both to install directional antennas.

Here's The Picture in Rochester* - - -

WHEC
AFFILIATION—CBS

NEXT STATION
AFFILIATION—NBC RED & BLUE

COMMERCIAL PROGRAMS—NATIONAL

Network and National Spot Programs

COMMERCIAL PROGRAMS—LOCAL

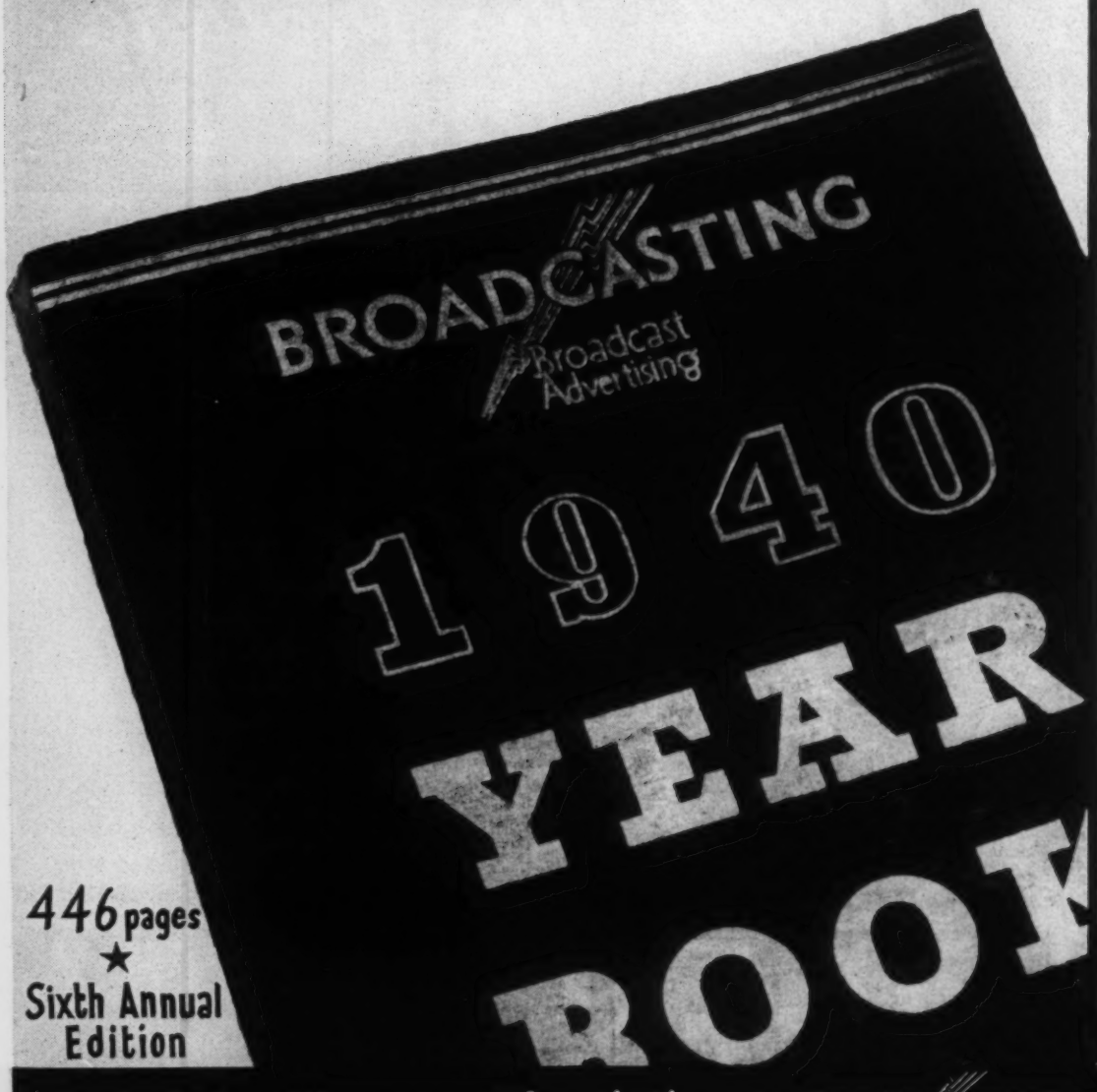
Including Participation Programs

* This Data From The Latest Available Week Before Publication Closing Date. Jan. 28-Feb. 3rd.

WHEC Rochester, N. Y.
Nat'l Representatives
Paul H. Raymer Co.

Confucius Say-

"Man in broadcasting business lost like babe in woods without new 1940 Yearbook Number."



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1. Program Popularity Surveys for 1939 (by outstanding authorities)
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5. NAB Code and Rulings Thereunder
6. Directory of Station Representatives with Lists of Stations they Represent
7. Multiple Ownership of Stations (showing all individual holdings in more than one station)
8. Radio Editors of Newspapers and Press Associations
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Broadcast Advertising

COMPACT WITH ACA IS SIGNED BY WDAS

CONTRACT has been negotiated between WDAS, Philadelphia, and Local 28 of the American Communications Assn., covering engineers at the station, the union reports. Contract calls for a 5-day, 40-hour week, with the usual vacation and sick leave with pay provisions, and salary adjustments of approximately a 20% increase over the old rate. Courtney Evans was hired to fill the gap created by the 40-hour week.

The WPEN engineers' contract with Local 28 has automatically renewed itself for the second time since the original signing. Negotiations have been opened with WIP for changes in the contract covering engineers and announcers, which expires April 1. Local 28 has instituted charges against WTEL with the National Labor Relations Board on behalf of a member who worked at the station one day, according to the union, and was discharged when his union affiliation was learned by the WTEL management. Union discrimination is charged. Local 28 had previously brought charges against KYW, which are still pending.

Sales staff of WFIL was admitted to membership in the union at the January general assembly and negotiations are now in effect for a contract.

L. E. Littlejohn, WFIL, was elected president of Local 28 for the coming year. C. C. Smith, WCAU, was elected vice-president, representing the engineers; R. Borrelli, WPEN, vice-president for the announcers; A. W. Gengenbach, treasurer; E. T. Darlington, financial secretary, and E. A. Carroll, recording secretary.

L. A. AFRA Session

WITH Los Angeles Chapter of AFRA having flatly rejected the proposed national transcription code as submitted several weeks ago, Mrs. Emily Holt, national executive secretary and George Heller, associate secretary, both of New York, were in Hollywood Feb. 6 to confer with local board members. Mrs. Holt returned to New York following the conference, but Mr. Heller remained for further meeting with Los Angeles executives of AFRA and the transcription code committee headed by Hal Berger.

WCMI in Huntington

COINCIDENT with its affiliation with MBS last month, WCMI, Ashland, Ky., announced opening of studios in Huntington, W. Va. Bert Georges, formerly with the Hearst Newspapers, has been appointed manager of WCMI. He was formerly associated also with the *Decatur Review*, Decatur, Ill. Other staff appointments include Russell Hirsch, program and publicity director, Ken McClure, sales, Pat Patterson, sports announcer, Gene Bond, engineer, and Maybelle Harbour Kirtley, secretary.

TWO Minnesota stations are seeking improved facilities from the FCC in applications filed Feb. 8. WDGY, Minneapolis, has asked for 5,000 watts night and 10,000 day on 1100 kc., in lieu of its present limited time with 1,000-5,000 on 1180 kc. KDAL, Duluth, now a local on 1500 kc., applied for 1,000 watts fulltime on 900 kc.

The Other Fellow's VIEWPOINT

Fie on Us!

EDITOR, BROADCASTING:

On page 44 of BROADCASTING, Jan. 15, youthful Wayne Varnum of KSO-KRNT writes: " . . . third, because it was on KSO, Des Moines' oldest radio station."

WHO's carrier wave made its first trip into the ether on April 11, 1924. How well I remember that momentous day.

KSO's first peep was released to the city of Des Moines (all of the 54 square miles in its corporate limits) on Saturday, Nov. 5, 1932.

Three days later, Franklin Delano Roosevelt was elected president of these United States.

Fie on you, young Mr. Varnum. Even the famous *Iowa Barn Dance Frolic*, an exclusive WHO feature, was walking along on its own two feet, fully dry behind the ears, when KSO was born.

It is not surprising, therefore, that the picture over Mr. Varnum's name is a likeness of one Wayne Ackley, another member of the same organization.

WOODY WOODS
WHO, Des Moines

Dnashville Dnozes

WHEN the recent rough weather in Dixie brought flu and colds to the population, including announcers of WSM, Nashville, the station faced a novel situation. Shorthanded, a couple of the announcers with colds "id their dnozes" had to return to duty—to handle announcements for such accounts as Minit Rub, Vicks, Ludens, Pinex, Four Way, Groves, BC and Feenamint.

Fleer on WLW

FRANK H. FLEER Corp., Philadelphia, on Feb. 12 started *Don Winslow of the Navy* exclusively on WLW, Cincinnati, for Double Bubble gum. Heard Monday through Friday, 6:30-6:45 p.m., the program runs until Feb. 7, 1941, and is a transcribed show produced solely for use on WLW. According to R. E. Dunville, general sales manager of the station, the program marks the first major effort of any concern in marketing a penny item. N. W. Ayer & Son, New York, handles the account.

Licensed Radios in Canada

THERE were 1,277,261 licensed radio sets in operation in Canada as of Dec. 31, 1939, according to a report of the radio division of the Dept. of Transport. This means that these sets were covered by the $2 annual license fee. The division among provinces was listed as follows: Prince Edward Island, 4,924; Nova Scotia, 52,390; New Brunswick, 35,875; Quebec, 306,-152; Ontario, 496,711; Manitoba, 85,-679; Saskatchewan, 90,040; Alberta, 96,695; British Columbia, 108,533; Yukon and Northwest Territory, 172. Greatest concentration of sets by communities was in Montreal, 154,642; Toronto, 134,321; Vancouver, 50,837; Winnipeg, 49,273; Ottawa, 28,345; Hamilton, 26,464; Edmonton, 19,953; Quebec, 19,586; Calgary, 18,387; London, 16,905; Windsor, 12,180.

the INTERMOUNTAIN MARKET
RESPONDS TO THE LIVELY SHOWMANSHIP of KDYL
The POPULAR Station
Salt Lake City
National Representative:
JOHN BLAIR & CO.
NBC RED NETWORK

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WSM, Nashville

American Snuff Co., Kansas City, weekly *sp*, thru Simon & Gwynn, Memphis.
Axton- Fisher Tobacco Co., Louisville, 5 *sp* weekly, thru McDougall & Weiss, Chicago.
Armour Fertilizer Works, Atlanta, weekly *t*, thru C. P. Clark Inc., Atlanta.
Knoxville Fertilizer Co., Knoxville, 2 *sp* weekly, direct.
Smith Mother Nature Brooder, weekly *sp*, thru Shaffer Brennan Margulis Adv. Co., St. Louis.
Akron Lamp & Mfg. Co., Akron, weekly *sp*, thru Guenther-Bradford & Co., Chicago.
Bristol-Myers Co., New York (Minit-rub), 5 *sp* weekly, thru Young & Rubicam, N. Y.
E. I. Dupont de Nemours & Co., Wilmington, Del., weekly *t*, thru BBDO, N. Y.

WCOA, Pensacola, Fla.

Pet Milk Co., St. Louis, *t*, thru Gardner Adv. Co., St. Louis.
Dr. Pepper Bottling Co., Roanoke (soft drink), weekly *t*, thru Tracy-Locke-Dawson, Dallas.
Ex-Lax Mfg. Co., Brooklyn (proprietary), *sa* series, thru Joseph Katz Co., N. Y.
Standard Oil Co. of Kentucky, *sa* series, thru Harvey-Massengale Co., Atlanta.
Chattanooga Medicine Co., Chattanooga, Tenn., *sa* series, thru Nelson Chesman Co., Chattanooga.
Swift & Co., Chicago (Sunbrite cleanser), *sa* series, thru J. Walter Thompson Co., Chicago.

WOWO, Fort Wayne

Geppert Studios, Des Moines (photos), *sp* series, thru Coolidge Adv. Agency, Des Moines.
Gardner Nurseries, Osage, Ia., 12 *sp*, thru Northwest Radio Adv. Co., Seattle.
Si-Noze Co., Chicago (proprietary), 78 *sa*, thru Neal Adv. Agency, Chicago.
Candid Eye, Philadelphia, 4 *sp*, thru Albert Kircher Co., Chicago.
Interstate Nurseries, Hamburg, Ia., 6 *sp*, thru Buchanan-Thomas, Omaha.
Cherry Specialty Co., Chicago (candy), *ta* series, thru Coe, Guy & Walter, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 50 *ta*, thru Franklin Bruck Adv. Corp., N. Y.

KGO, San Francisco

Old Homestead Bakery, San Francisco (bread), *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Antrol Labs., Los Angeles (Antrol, Snarol, Sow bug control), weekly *sp*, thru J. Walter Thompson Co., San Francisco.

WHN, New York

Barney's Clothes, New York (men's store), 12 *sp*, 44-62 *sa* weekly, 52 weeks, thru Emil Mogul Co., N. Y.
Savings Bank Life Insurance Council, New York, daily *sa*, 13 weeks, direct.

WKRC, Cincinnati

D & R Chemical Co., Toledo, 10 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.

KFBB, Great Falls, Mont.

Ford Dealers, 60 *ta*, thru McCann-Erickson, Chicago.

KPO, San Francisco

Weinstein Co., San Francisco (department store chain), *sa* series, thru Long Adv. Service, San Francisco.
B. T. Babbitt Co., New York (Bab-O), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Hale Bros., San Francisco (department store chain), weekly *sa*, thru Theo. H. Segall Adv. Agency, San Francisco.
J. C. Penny Co., New York (chain department store), 5 *t* weekly, thru Pedler & Ryan, N. Y.
Soil-Off Mfg. Co., Glendale, Cal. (Nu-A-Gan and Soil-Off), 3 *sa* weekly, thru Hillman-Shane, Los Angeles.

KFI, Los Angeles

Grove Laboratories, St. Louis (Bromo Quinine), 80 *ta*, thru Stack-Goble Adv. Agency, Chicago.
Cudahy Packing Co., Chicago (Tang), 5 *sp* weekly, thru Reiwitch & Wittenberg, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Stanco Inc., New York (Mistol), 5 *t* weekly, thru McCann-Erickson, N. Y.

WOR, Newark

Hygrade-Sylvania Corp., New York (radio tubes), weekly *sp*, 13 weeks, thru Warwick & Legler, N. Y.
DeForest Training, Chicago (radio correspondence course), weekly *t*, thru Presba, Fellers & Presba, Chicago.
Procter & Gamble Co., Cincinnati (Fluffo), 5 *sp* weekly, thru Compton Adv., N. Y.

CHAB, Moose Jaw, Sask.

Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes), 5 *t* weekly, thru Whitehall Bcstg. Ltd., Montreal.
United Drug Co., Toronto, 156 *sa*, thru Ronalds Adv. Agency, Toronto.

WMCA, New York

Modern Industrial Bank, New York, 5 *t* weekly, 13 weeks, thru Metropolitan Adv. Co., N. Y.
Stanback Co., Salisbury, N. C. (proprietary) 20 *sa* weekly thru Erwin, Wasey & Co., N. Y.

WNEW, New York

Grennan Bakeries, Jamaica, Long Island (Taystee bread), weekly *sp*, 13 weeks, thru Campbell-Mithun, Minneapolis.

WALA, Mobile, Ala.

Pet Milk Co., St. Louis, *t* series, thru Gardner Adv. Co., St. Louis.
Standard Oil Co. of Ky., *sa* series, thru Harvey-Massengale Co., Atlanta.
Washington State Apples, Wenatchee, Wash., *sa* series, thru J. Walter Thompson Co., San Francisco.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Tops cigarettes), *sa* series, thru Wm. Esty & Co., N. Y.
Chattanooga Medicine Co., Chattanooga, *sa* series, thru Nelson Chesman Co., Chattanooga.
B-C Headache Remedy Co., Durham, N. C., *sa* series, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Mfg. Co., Brooklyn, N. Y. (proprietary), *sa* series, thru Joseph Katz Co., N. Y.
Feminine Products Co., N. Y. (Arrid), *sa* series, thru Small & Seiffer, N. Y.
American Chicle Co., Long Island City, N. Y. (Dentyne gum), *sa* series, thru Badger, Browning & Hersey N. Y.
Procter & Gamble Co., Cincinnati (Crisco), *sa* series, thru Compton Adv. Agency, N. Y.
Swift & Co., Chicago (Sunbrite cleanser), *sa* series, thru J. Walter Thompson Co., Chicago.

WGAR, Cleveland

Wander Co., Chicago (Ovaltine), *sa* series, thru Blackett-Sample-Hummert, Chicago.
Swift & Co., Chicago (Sunbrite cleanser), 5 *sa* weekly, thru Stack-Goble Adv. Agency, Chicago.
Foster-Milburn Co., Buffalo (Doan's tablets), 2 *t* weekly, thru Street & Finney, N. Y.
Cleveland Chip Steak Co., Cleveland, 3 *sa* weekly, thru Bayless-Kerr Co., Cleveland.
Olson Rug Co., Chicago, 3 *sa* weekly, thru Presba, Fellers & Presba, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Kirkman & Son, New York (Kirkman soap), 10 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Stanco Inc., New York (Nujol, Daggett & Ramsdell cosmetics), 10 *t* weekly, thru McCann-Erickson, N. Y.

KECA, Los Angeles

Knudsen Creamery Co., Los Angeles (dairy products), 2 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.
Hoffman Candy Co., Los Angeles (candy), weekly *sa*, thru Mayers Co., Los Angeles.

"Just a publicity stunt, My Dear—to remind the reader that we cover a lot of territory!" Pd. Adv.

KDKA, Pittsburgh

Duquesne Brewing Co., Pittsburgh (beer), weekly *sp*, 26 weeks, thru Walker & Downing, Pittsburgh.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, 13 weeks, thru Rogers & Smith, Chicago.
F. G. Vogt & Sons, Philadelphia (scrapple), 2 *sa* weekly, 8 weeks, thru Clements Co., Philadelphia.
Botany Worsted Mills, Passaic, N. J. (Lanolin cosmetics), 3 *t* weekly, 13 weeks, thru Alfred J. Silverstein, N. Y.
Armstrong Cork Products Co., Lancaster, Pa. (Quaker Girl rugs), 3 *sp* weekly, 52 weeks, thru BBDO, N. Y.
Williamson Candy Co., Chicago (Oh Henry Candy bars), 5 *sa* weekly, 43 weeks, thru John H. Dunham Co., Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *sa* weekly, 10 weeks, thru H. W. Kastor & Sons, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 3 *sa* weekly, 5 weeks, thru Joseph Katz Co., Baltimore.
Good Luck Food Co., Rochester, N. Y. (desserts), 3 *sp* weekly, 13 weeks, thru F. A. Hughes & Co., Rochester.
Dr. Ellis Sales Co., Pittsburgh (beauty preparations), weekly *sp*, 26 weeks, thru Smith Hoffman & Smith, Pittsburgh.
Mail Pouch Tobacco Co., Wheeling, W. Va. (chewing tobacco), 6 *sp* weekly, 26 week renewal, thru Walker & Downing, Pittsburgh.
Charles B. Knox Gelatine Co., Johnstown, N. Y., 3 *sp* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Swift & Co., Chicago (Sunbrite cleanser), 5 *sa* weekly, 15 weeks, thru Stack-Goble Adv. Agency, Chicago.
Olson Rug Co., Chicago, 5 *sp*, *sa* weekly, 13 weeks, thru Presba, Fellers & Presba Chicago.
Kroger Grocery & Baking Co., Cincinnati, 5 *t* weekly, thru Oliver Morton, Chicago.

KNX, Hollywood

Hoffman Candy Co., Los Angeles (wholesale), weekly *sa*, thru Mayers Co., Los Angeles.
Seven Up Bottling Co., Los Angeles (beverage), weekly *sa*, thru Glasser Adv. Agency, Los Angeles.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), 6 *sp* weekly, thru Ruthrauff & Ryan, Hollywood.
Lever Bros., Cambridge, Mass., (Spry), 7 *sa* weekly thru Ruthrauff & Ryan, N. Y.
Cherry Specialty Co., Chicago (candy), *ta* weekly, thru Coe, Guy & Walter, Chicago.
Pacific Construction Finance Co., Los Angeles (finances), weekly *sa*, thru Robert L. Nourse & Associates, Los Angeles.
Omega Shoe Polish Co., Los Angeles (shoe polish), weekly *sa*, thru Armstrong & Riordan, Los Angeles.

KFRC, San Francisco

Calwhey Company, San Francisco (health foods) *sp* weekly, thru Theodore Segall Adv., San Francisco.
Wander Co., Chicago (Ovaltine) series of *sa*, thru Blackett-Sample-Hummert, Chicago.
S. A. Sherer, Los Angeles (loans) series of *sa*, thru Smith & Bull Adv., Los Angeles.
Haas Brothers, San Francisco (Trupak canned goods), 2 *sp* weekly, thru J. H. Diamond & Co., San Francisco.
Miller Packing Co., San Francisco (meat products) *sp* weekly, thru Long Adv. Service, San Francisco.

KYA, San Francisco

Ex-Lax Mfg. Co., New York (proprietary), 5 *ta* weekly, thru Joseph Katz Co., New York.
F. J. Airey Co., Los Angeles (Ko-Nox cold tablets), 10 *ta* weekly, thru W. C. Jeffries Agency, Los Angeles.

WGL, Fort Wayne

Mercury Oil Co., Bryan, O. (Sunoco), basketball, direct.

Radio Advertisers

NATIONAL BISCUIT Co., New York, has added two stations, WOLS, Florence, S. C. and WSAI, Cincinnati, to the list of 16 stations which started Feb. 12 broadcasting six half-hours weekly of RCA-Victor recordings accompanied by extemporaneous talk by Martin Block of the WNEW, New York, *Make Believe Ballroom* program [BROADCASTING, Feb. 1]. Before the start of the campaign for NBC Bread, McCann-Erickson, New York, the agency, secured a license from Harry Fox, agency and trustee of MPPA, following Fox's contention that even though Victor records were to be furnished the stations, the fact that the Martin Block transcriptions were included made the music used subject to the special licensing.

RIGGIO TOBACCO Co., New York, on Feb. 8 started a 52-week series of station-break announcements, titled *Radio News Headlines*, on WHN, New York, on behalf of Regent cigarettes. Listeners are brought as a newspaper headline the most important UP news break of the past hour followed by the commercial 15 times daily. M. H. Hackett Co., New York, is the agency.

JACKSON BREWING Co., New Orleans, whose *Enjoy Life* program has been heard on 11 stations, has extended the show by adding KRMD, Shreveport; KFDM, Beaumont, Tex.; KRIS, Corpus Christi; KLUF, Galveston; KTBC, Austin; KPLC, Lake Charles. Anfenger Adv. Agency, New Orleans, handles the account.

STANDARD BRANDS, New York (Royal Desserts), with the broadcast of March 28, discontinues the weekly half-hour program, *Those We Love*, on NBC-Red. Series started Oct. 2 under its present sponsor. Prior to that it was sponored by Lamont, Corliss & Co. (Ponds) for 18 months. Standard Brands is reported ndecided if it will replace the series with a new show for Royal Desserts or postpone activity until fall.

BRECKENRIDGE JONES, formerly an executive of Procter & Gamble Co., Cincinnati, and one of its subsidiaries, Hewitt Soap Co., Dayton, has been appointed assistant sales manager of Colgate-Palmolive-Peet Co., Jersey City.

CERTIFIED MOVERS Assn., Los Angeles, new to radio, through Lisle Sheldon Adv., that city, on Feb. 19 starts participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 52 weeks. Helen Sawyer is agency account executive.

JIMMIE ALLEN says:

"I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it." Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information,—stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO
101 W. 11th St., Kansas City, Mo.

NATIONAL FUNDING Corp., Los Angeles (finance), through Smith & Bull Adv., that city, in a six-month campaign which started in January, is using day and night spot announcements on 13 California stations—KFI KECA KFSD KFWB KMPC KERN KPMC KFBK KMJ KARM KSFO KFRC KFOX. In addition, the firm is sponsoring a series of quarter-hour programs on several of the stations as well as news broadcasts on KECA and KFOX.

SCHULT TRAILERS Inc., Elkhart, Ind., auto trailer manufacturer, is sponsoring a daily half-hour recorded popular music program, *Frolicmakers*, on WCOP, Boston.

SEVEN-UP BOTTLING Co., Los Angeles (beverage), on Feb. 1 started using a total of 25 spot announcements daily on five Southern California stations—KNX KFWB KFVD KMPC KFOX. Contract is for 52 weeks, placed thru Glasser Adv. Agency, Los Angeles.

PALMERS Ltd., Montreal (Minty's toothpaste) has started a twice-weekly hockey score guessing contest on CFRB, Toronto. Listeners submit next week's hockey scores, prizes for which are free tickets and an autographed hockey stick. Norris-Patterson, Toronto, placed the account.

Bulova Watch Co. Elects

JOHN H. BALLARD, president of the Bulova Watch Co., has announced the election of three new officers—Samuel P. Epstein, Raymond F. Warren and A. L. Carnow. Mr. Epstein, elected to vice-president, has been the Bulova sales manager for the past three years since the elevation of Mr. Ballard to the presidency. He will continue in his post of sales manager. Mr. Warren, advertising manager, has been elected assistant secretary. He has been with Bulova for almost 15 years and he will also continue his duties as advertising manager. Mr. Carnow was elected assistant treasurer. He also has been with Bulova for almost 15 years and has been in charge of the bookkeeping and accounting department.

GRANITE AUTO FINISHING Co., Los Angeles, new to radio, in a 13-week test campaign which started Feb. 5, is using 49 spot announcements weekly on KFVD, that city, to introduce Granatize, a new method of auto finishing. Firm contemplates extending its use of spot announcements to other Pacific Coast communities within the next 30 days, as markets are established. Wm. Berg Adv. Agency, Los Angeles, services the account.

LEVER BROS., Ltd., Toronto, (Comfort Soap) has started a French comedy show five times weekly, produced as a live show on a Montreal station and transcribed for a number of other stations in Quebec province. J. Walter Thompson Co. is agency.

Confucius say:

"Experience is best teacher"

Sponsors say:

We renew on KFYR!

Let us sell your story

(We've proved to many that we can)

NBC Red & Blue
550 Kilocycles

KFYR

5000 Watts—Day
1000 Watts—Night

Meyer Broadcasting Co.
BISMARCK, N. DAK.

National Representatives: JOHN BLAIR & Co.

28 solid hours of SERVICE FEATURES

Farm and Markets Food News Sports

are aired

Every Week

on KMBC

Free & Peters can tell you how easily they can become SOLID *SELLING* HOURS for you.

KMBC
OF KANSAS CITY
Winner 1939
VARIETY PLAQUE
Program Originating Station

KAY'S BEVERAGES Inc., Los Angeles (fruit beverages), new to radio, on Feb. 11 started for 26 weeks a weekly hour of recorded music on KMPC, Beverly Hills, Cal. Firm is also using 42 spot announcements weekly on KRKD, Los Angeles, and plans to extend use of radio to other Pacific Coast centers. Wm. Berg Adv. Agency, Los Angeles, has the account.

SAN PEDRO Fish Exchange, San Pedro, Cal., new to radio, through Allied Adv. Agencies, Los Angeles, on Feb. 15 started using an average of two spot announcements daily on KMPC, Beverly Hills, Cal. Contract is for 13 weeks. Other Southern California radio is planned.

WHITE KING SOAP Co. Los Angeles, through Raymond R. Morgan Co., Hollywood, on Feb. 20 starts a five-weekly quarter-hour program, *Inquiring Reporter*, on KOCY, Oklahima City.

BOSCO Co., New York, on Feb. 5 added a five-weekly five-minute news period on WMAQ, Chicago, promoting its chocolate milk amplifier. Fort Pearson will handle the broadcasts. Kenyon & Eckhardt, New York, is agency.

DR. A. REED SHOE Co., Los Angeles (movable-arch shoes), is sponsoring daily quarter-hour news broadcasts on KFVD, that city, and KMPC, Beverly Hills, Cal. Wm. Berg Adv. Agency, Los Angeles, has the account.

COLUSA COSMETIC Co., Los Angeles (brushless shaving cream) new to radio and placing direct, on Jan. 29 started a thrice-weekly quarter-hour dramatic program, *Will You Be Mine?* on KMPC, Beverly Hills, Cal. Contract is for 26 weeks. Arthur Faust, station program director, produces the series.

HOFFMAN CANDY Co., Los Angeles, through Mayers Co., that city, on Jan. 29 started for 52 weeks using weekly spot announcements on KECA KHJ KNX KMPC.

TEMPLETON'S Ltd., Toronto (proprietary) has expanded its transcription campaign from four weekly to five weekly over 35 Canadian stations. F. H. Hayhurst Co., Toronto, handles the account.

920 WPEN PHILADELPHIA'S OWN STATION

THE CENTER OF THE DIAL in Philadelphia Hits The Center of a great Market

ENGLISH · ITALIAN · JEWISH · POLISH · PHILADELPHIA MARKET

☆

ENGLISH

Constantly increasing popularity of its English programs is bringing a constant increase in WPEN's English time

ITALIAN • JEWISH • POLISH

WPEN is without peer in reaching Philadelphia's great foreign language market—through its tested shows

☆

WPEN PHILADELPHIA 1000 WATTS

Gen. Food Promotions

IN A SERIES of promotions, General Foods Corp. has named William M. Robbins president of the sales company, succeeding Austin S. Igleheart, who continues as director and has final responsibility for all marketing. Ralph Star Butler, sales company vice-president, becomes executive vice-president of the sales company and corporation. Charles G. Mortimer Jr., as vice-president and advertising manager of the sales company, will supervise all advertising activities. Henry W. Sandberg succeeds Mr. Robbins as national sales manager and becomes a vice-president of the sales company.

IMPERIAL TOBACCO Co., Montreal, (cigarettes) has started regional hockey broadcasts in western Canada on CJAT, Trail, B. C.; CKLN, Nelson, B. C.; in eastern Canada on CHRC, Quebec; CBF, Montreal; Sundays, 3 p.m. Agency is Whitehall Broadcasting Ltd., Montreal.

UNION OIL Co., Vancouver, B. C., on Jan. 18 started Mart Kenney and orchestra on three Vancouver stations, CJOR, CKWX, CKMO, Sundays, 9.30-10 p.m. (PST) Agency: Stewart-McIntosh Ltd., Vancouver.

KGKO, Fort Worth, has signed long term contracts for spot time with four local department stores — Leonard's, Stripling's, Fair Store and Monnig's.

TROPICAL PLANTATIONS recently was formed in San Francisco to market Hawaiian papayas under the brand name "Calawaii". The product is now being introduced in this country following the removal of a 25-year-old export ban. L. C. Cole Adv., San Francisco, has been appointed agency.

BREWING Corp. of America, Cleveland (Carlings beer), has started *Nick Stemmler's Sports Review* on WSYR, Syracuse. The 10-minute five-weekly series has been signed for 52 weeks. Campbell-Ewald, Detroit, handles the account.

AMERICAN NATIONAL BANK of Denver, on Feb. 15 renews for 52 weeks the thrice-weekly news commentaries by Fulton Lewis jr., MBS Washington news analyst, on KFEL, Denver.

NOSS PRETZEL & CONE Co., Cleveland, on Feb. 4 started sponsorship of *The Shadow of Fu Manchu* on WHK, Cleveland.

HIGGINS & BURKE, Toronto (Mother Parker's Tea) on Feb. 6 started a weekly quarter-hour test musical quiz *Title Test* on CFRB, Toronto. Show is produced and transcribed by Commercial Broadcasting Services, Toronto. Account is handled by A. J. Denne & Co., Toronto.

LA MAISON de Livres de Montreal (book shop) has started weekly talks on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; Wednesdays, 7.30-7.45 p.m. Account was placed direct with Montreal office of Canadian Broadcasting Corp.

DOWNTOWN MERCHANTS Dollar Day Committee, Los Angeles, to promote its semi-annual Dollar Day sale set for Feb. 17, on Jan. 31 started a total of 300 spot announcements on 10 major stations in the Los Angeles area. Hillman-Shane Adv. Agency, Los Angeles, has the account.

MAPLE LEAF Milling Co., Toronto (Red River cereal, flour) has started twice-daily newscasts on CFRB, Toronto, placed by Cockfield-Brown Co., Toronto.

GOLDEN STATE Department Store, Los Angeles, through Ted Dahl Adv. Agency, that city, on Feb. 5 started a six-weekly quarter-hour early morning program, *Musical Sun-dial*, on KMPC, Beverly Hills, Cal. Contract is for 26 weeks and programs feature recordings, news and weather reports. Steve Shoemaker, agency account executive, handles the commercials.

105 Selected by Gardner, 75 to Be Added in March

GARDNER NURSERY Co., Osage, Ia., starts its tenth year on radio with five-minute spots and 15 minute programs on 105 stations. The following stations have received orders for the spring campaign and about 75 more will be added in March:

WJR WRVA WCAE WPRO WDBJ WCBD WCPO WNAX WADC WAAT WCFL KMPC WFIL WOR WIBC WWSW WCKY WMC WCAO WLS WWVA WHAS WAVE WGAR WHDH KHQ KFRC KSL KGHL KFYR KIRO KXOK KHJ KGY KOA WBZ KROW WOWO WRNL WAIR WIBX WIND WHOM WHO WAAF KTKC WELI WHN WJJD WGBI WJW KID KGNF WINS WHKC KWAL KTHS KLRA KFOX KMJ WFBR KFRU KCMO WWL KOWH WCAP WTNJ WBIG WSJS KFJM KLPM WEBC WCOC KGBX WISE WKNY WICA WGAR WHIO WJDX KTUL KORE KMED KVAN WTAR KGVO WSBC WGIL WMRO WHBF WDZ WWAE WLBC KFNF WABY WSVA KGB KQW KOH KOY KPMC KUOA KGFJ KVOR KGHF.

Account is released through Northwest Radio Advertising Co., Seattle.

Tobacco Discs

VOGUE FINE CUT TOBACCO of Canada in mid-February starts quarter-hour transcribed programs recorded by NBC's Radio-Recording Division and featuring *Carson Robison & His Buckaroos* on 25 Canadian stations. The series is sold in a minimum package of 26 programs out of 117 episodes, for twice-weekly presentation. The program is heard live on 46 NBC-Blue stations five times weekly, 8:30-9 p. m. under the sponsorship of the Musterole Co., through Erwin, Wasey & Co., New York.

Drops *Lum & Abner*

GENERAL FOODS Corp., New York (Postum), sponsoring *Lum & Abner* thrice-weekly on 55 CBS stations for two years, will discontinue the series following the March 29 broadcast. Besides Chester Lauck (Lum) and Norris Goff (Abner), the program includes Sybil Chism, organist, with Lew Crosby, announcer. Bill Stewart, of Young & Rubicam, is producer. Future radio activity of General Foods Corp. for Postum has not been revealed.

Conti Products to Expand

CONTI PRODUCTS Corp., New York, which is using spot announcements in New York on WHN and WNEW in the interests of Castile soap, shampoo and complexion cream, on May 1 plans to expand its campaign, probably starting in Chicago. Bermingham, Castleman & Pierce, New York, is the agency.

WSIX

"The Voice of Nashville" Tennessee

Offers a bonus in steadily increasing listener audience in this expanding industrial city and section.

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Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

AGENCY Appointments

STANBACK MEDICINE Co., Salisbury, N. C. (proprietary) has placed only the New York City radio and newspaper portions of its account with Erwin Wasey & Co., New York, and not the entire account [BROADCASTING, Jan. 15]. All other Stanback advertising continues to be placed by J. Carson Brantley Adv. Agency, Salisbury.

TRANSCONTINENTAL & Western Air (air transport), to Beaumont & Hohman, San Francisco.

CENTILIVRE BREWING Corp., Fort Wayne, to Mitchell-Faust Adv. Co., Chicago.

J. L. PRESCOTT & Co., Passaic, N. J., to Monroe F. Dreher Inc., N. Y.

AMERICAN PRODUCTS Co., Cincinnati (Zanol products), to Keelor & Stites Co., Cincinnati.

WM. H. ALPERN LABS., Chicago (home novelties), to Grant Adv. Agency, that city.

ASSOCIATED DISTRIBUTORS, New York (cosmetics) to Matteson-Fogarty-Jordan Co., Chicago.

ALBERT MILLER & Co., Chicago (packaged potatoes), to Brookes & Sons Co., that city.

GRIESEDIECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer), to Sherman & Marquette, Chicago.

EASY WASHING MACHINE Co., Syracuse, to BBDO, Buffalo.

PILGRIM PRODUCTS Co., Chicago (refrigerator purifier), to Faraon Jay Moss Inc., Hollywood, for Pacific Coast only. On Jan. 31 started for 26 weeks, sponsoring twice weekly a quarter-hour series, *Jack King & Judy Child*, on KMPC, Beverly Hills, Cal.

IT WAS erroneously stated in the Feb. 1 issue of BROADCASTING that the Television Training Corp., New York, is handled by Klinger Adv. Agency, New York. Huber Hoge & Sons Adv. Agency, New York, places all newspaper, magazine and radio advertising for the account, which has recently changed its name to the Radio Television Institute.

TWO noted humantarians meet in friendly gesture. Dr. M. Sayle Taylor, widely known *Voice of Experience* (right), congratulates Hal Styles, Los Angeles commentator of the Don Lee network job-finding program, *Help Thy Neighbor*, on completion of three years continuous broadcasting. Styles, who is writing a book on his experiences, has found jobs for more than 18,500 persons during that period. His program has been endorsed by governors of California, Washington and Oregon, as well as by the mayors and civic groups of various Pacific Coast communities.

SCULLY SIGNAL Co., Cambridge, Mass., to J. W. Pepper Co., New York, for Ventalarm safety machines for oil tanks. On Feb. 12 a 13-week test of 50 spot announcements weekly started on WWRL, Woodside, Long Island.

OGILVIE SISTERS, New York (hair and scalp specialists), to Mears Adv., New York. Radio to be used.

WAHL Co., Chicago (Eversharp pens and pencils), to Biow Co., New York. No plans announced to date.

MUTUAL OPTICAL PLAN, New York, to Klinger Adv. Agency, New York. Radio to be used on all New York independent stations, but details not yet released.

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., sponsoring *Glorious One* on 56 NBC-Red stations, Sunday 9:30-9:45 p.m. (EST), with West Coast rebroadcast 8:15-8:30 p.m. (PST), on Jan. 29 started a weekly transcribed version of the series on KMBC WFAA WKY WOW WSM KVOO WMAQ WOAI WAVE. Other stations will be added to the list. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Soil-Off Placing

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), is sponsoring thrice-weekly participation in the *International Kitchen* on KPO, San Francisco, and *Violet's Shopping News* on KMPC, Beverly Hills, Cal., in addition to twice-weekly in *Art Baker's Notebook* on KFI, Los Angeles. Hillman-Shane Adv. Agency, Los Angeles, has the account.

Cola Rhumba

JINGLE heard in spot announcements for Pepsi-Cola, soft drink, in the New York area has caught on in Latin America and emerged recently as a rhumba, "The Pepsicolina". Composed by Pancho, maestro of the Pepsi-Cola Band starring in the Taverna Cubana, Havana, the selection has stirred considerable interest throughout Cuba, the West Indies, Central America and the northern section of South America. Broadcast frequently on CMQ, Havana, "The Pepsicolina" is to be brought to the United States soon via recordings, according to P. C. Crowen, vice-president of Pepsi-Cola Co., upon his return from a visit in Havana.

Do You Know....

• Among the Major Radio Stations Serving the DETROIT Area

CKLW

LEADS AGAIN in LOCAL RETAIL ADVERTISING?

For lowest cost results

5000 WATTS **CKLW** DAY & NIGHT

UNION GUARDIAN BUILDING • DETROIT

ADD (KY.) WON'T PLUS YOUR SALES!

If you're hoping for additional sales from Add (Ky.), we won't advise your using WAVE. We don't pretend to touch it! . . . But, boy, we do touch *and cover* every radio home in the Louisville Trading Area, which accounts for more retail buying power than *all the rest of Kentucky combined!* . . . . WAVE is the nearest, *clearest* source of N. B. C. programs for over a MILLION buyers! Why not write for our Data Book, and see all the facts for yourself?

LOUISVILLE'S **WAVE**

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

DON'T HIRE A HALL

Halls went the way of the Dodo bird, since WAIR took up the job of guiding incomes into the pockets of WAIR SPONSORS! It's "fixed"! You'll win in a walk with—

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Agencies

EDWARD TOMPKINS, formerly manager of Companhia Nacional de Machinas Comerciaes, Brazil, has been appointed manager of the radio department of Cecil & Presbrey, New York, succeeding Henry Souvaine, who will continue to direct radio programs for the agency as well as head his own radio production organization.

VAUGHN WEIDEL, formerly vice-president of Metropolitan Adv. Agency, New York, and recently chief of production for the National Committee for the Celebration of the President's Birthday Ball, has formed The Weidel Co. at 92 Liberty St., New York, to provide advertising, marketing, publicity and research services for accounts. Telephone is Worth 2-2043.

Agency Man Joins CBC

RONALD JOHNSTON, formerly secretary and radio director of James Fisher Co., Toronto and Montreal advertising agency, on Feb. 19 joins the commercial staff of the Canadian Broadcasting Corp. according to a CBC announcement. This agency post has been assumed by James E. Potts, formerly with Radio Centre Ltd., Toronto. Mr. Johnston has been with James Fisher Co., for 17 years, starting as a clerk. Since 1928 he has been space buyer and since 1932 director of radio. He was made secretary in 1930. He has been appointed by the CBC to the commercial department in line with CBC policy to bring to its staff men of radio training and experience in the advertising field. He has placed a number of Canada's leading musical radio programs on the air, and is an organist.

Mr. Johnston

CHESTER C. SLAYBAUGH, formerly of the Central National Bank in Yonkers, N. Y., and Joe Hornsby, formerly in the marketing department of BBDO, New York, have been appointed assistant time-buyers of the agency, succeeding Eldon Hazard and E. Schuyler Ensell, resigned.

JULES BUNDGUS, formerly of the publicity department of Benton & Bowles, New York, handling the programs *Skyblazers*, *Ask-It-Basket* and *Pretty Kitty Kelly*, on Feb. 6 was transferred to the agency's Hollywood office to handle publicity for *Good News of 1940*.

DAVID W. STALLARD, for five years an account executive of H. B. LeQuatte, New York, has been appointed secretary of the agency.

WILLIAM B. TRACY, formerly of Arthur Kudner, New York, and previously president of the Tracy-Parry Adv. Agency, Philadelphia, on Feb. 1 joined Benton & Bowles, New York, in an executive capacity.

MYRON KIRK, new business and radio executive of Sherman K. Ellis & Co., New York, was in Hollywood during early February.

C. S. FERRIS has joined H. W. Kastor & Sons Adv. Co., Chicago, as vice-president. Ferris was formerly with Blackett-Sample-Hummert, Chicago, as copy chief and General Mills account executive and was subsequently in the New York office of Benton & Bowles.

TOM WALLACE, executive vice-president of Russel M. Seeds Co., Chicago, was in Hollywood and San Francisco during early February in the interests of the Brown & Williamson Tobacco Corp. account.

DWIGHT W. NORRIS, for the last four years in the Boston agency field, has joined the Boston office of Wendell P. Colton Co. as an account executive. Mr. Norris was formerly with NBC in New York, and later with WBZ-WBZA, Boston. Among the new accounts he will service, for which radio will be used, are Adams & Swett, Dainty Dot Hosiery, C. G. Howes Co., and the Quincy Coal & Oil Co.

GEORGE A. ROSETTE, president of Rosette & Hartwig, New York, has purchased from Otto J. Hartwig the latter's interests in the agency, and has changed its name to Rosette Adv. Agency. Offices continue at 122 E. 42d St., telephone Ashland 4-7780. Mr. Hartwig has formed the O. J. Hartwig Adv. Agency with temporary offices at 122 E. 42d St.; telephone, Murray Hill 5-5510.

ROBERT PARMAN, formerly account executive and radio director of Donahue & Coe, New York, has joined the New York office of H. W. Kastor & Sons, in a similar capacity. His successor at Donahue & Coe is Rutland Barr, formerly an assistant account executive.

EMIL MOGUL Co., New York, has announced the addition of the following personnel to the staff: Joseph Rosenberg, formerly of Buchanan & Co., New York; Robert Schwerin, formerly of Scripps-Howard, New York; Sidney Fishman, formerly in the research department of the U of Newark; Donald Burnham, formerly of Redfield-Johnstone, New York.

GEORGE OGLE, formerly of Ward Wheelock & Co., Philadelphia, has joined the radio department of Newell-Emmett Co., New York.

EMANUEL CHARY, formerly of Fashion Adv. Co., New York, has formed Dunwoodie Adv. at 1133 Broadway, New York. Telephone is Chelsea 2-1777. I. Herbst and M. Zorn have been appointed copy chief and art director respectively.

HUGH GARDNER, of the media department of Compton Adv., New York, has been appointed to that department's statistical staff. Robert Wright and William Forshaw have been added to the media department.

ELMORE VINCENT, formerly featured on NBC as "Senator Fishface", has joined the Los Angeles staff of Allied Adv. Agencies, as writer-producer and actor and is conducting the daily 1½-hour program *Covered Wagon Jubilee* sponsored by Star Outfitting Co. on KFVD, that city. Agency has also added Joseph Lunenfeld as account executive. Willard Winn, formerly display advertising manager of Foreman & Clark, Los Angeles clothiers, has been made head of the agency's display department and will assist on radio.

NAT WOLFF, radio executive of Myron Selznick Co., Hollywood talent agency, on Feb. 7 married Edna Best, British actress, in Reno, Nev.

ZEFF & MALONE, Chicago agency, has moved to larger quarters at 664 N. Michigan Ave.

● *Giant - size all - purpose radio map for advertising agencies, radio advertisers, radio stations*

1940 RADIO OUTLINE MAP

SIZE: 38½" wide x 26" deep (¼ larger than last year's map).

•

FEATURES: Includes locations of all radio stations, county outlines, time zones, number of stations per city in the United States, Possessions and Canada. Alaska, Hawaii and Puerto Rico are included for the first time. Reverse side carries complete log of United States, Canadian and Territorial stations alphabetically by states, cities and call letters. Frequencies and powers are shown. Mailed flat.

•

PRICES: Single copies, 35c. Ten or more copies, 25c each. 10% discount in quantities of 50 or more.

BROADCASTING

NATIONAL PRESS BLDG. — Broadcast Advertising — WASHINGTON, D. C.

BROADCASTING
National Press Bldg.
Washington, D. C.

Please send me ( ) copies of the 26" x 38½" 1940 RADIO OUTLINE MAP.

Name_____

Firm_____ ☐ check enclosed

Address_____ ☐ bill me

WBAL

means business in Baltimore

STODEL Adv. Co., Los Angeles, has moved to new and larger quarters in the Warners Downtown Bldg., 411 W. Seventh St. It is handling the accounts of Guaranty Union Life Insurance Co., Warner Bros. Theatres, Eastern Columbia, Central Chevrolet Co., Brooks Clothing Co., A. E. Nugent Chevrolet Co.

BILL THOMAS, radio publicity director of Young & Rubicam, visited New Orleans Feb. 7 for the Mardi Gras, attending the Ball of Babylons as the guest of WWL and W. H. Summerville, general manager.

LEWIS S. PATTERSON, Hollywood publicity director of Benton & Bowles, has resigned and returned to his Cloquet, Minn., home where he will rest for six months to regain his health.

GERTH-KNOLLIN ADV. AGENCY, los Angeles, has moved to larger offices at 1709 W. Eighth St., doubling the size of its former quarters. Byron Brown is manager, with Robert Eddy in charge of production.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been signed by Columbia Pictures publicity department to do a series of rhymed captions for feature stills, mailed weekly to a selected list of key city newspapers.

GEORGE SCHER has resigned from Universal Pictures Corp. exploitation department to join Mitchell J. Hamilburg Agency, Hollywood talent service, as radio director. At one time he was publicity director of Lennen & Mitchell.

CARLTON ROTHBLUM has joined S. L. Kay Inc., San Francisco agency, as account executive.

BOB LEE, of Young & Rubicam's New York production staff, has been transferred to Hollywood as aide to Tom Lewis on the CBS *Gulf Screen Guild Theatre*, sponsored by Gulf Oil Corp. Joe Hill, former producer of the program, has returned to New York to produce the CBS *We, the People* program, sponsored by General Foods Corp., (Sanka).

BYRON H. BROWN, formerly an account executive in the San Francisco office of Gerth-Knollin Adv. Agency, recently was appointed manager of the agency's operations in Los Angeles.

THOMAS H. AXELSEN, for the last five years promotion manager of KSL, Salt Lake City, resigned as of Feb. 1 to join R. T. Harris Adv. Agency, Salt Lake City, as vice-president and account executive. He also is a stockholder in the agency.

BARBARA WINTHROP, of the radio department of Rogers & Smith, Chicago agency, has started a woman's program on WJJD, that city, titled *Calling Barbara Winthrop*. In addition to this thrice-weekly series Miss Winthrop is an actress on CBS-Chicago programs.

AUSTIN B. FENGER, former president of Fenger-Hall Co., national newspaper representatives, has been named vice-president of the Robt. B. Young Adv. Agency, San Francisco.

FACTS CONSOLIDATED, a marketing research organization recently acquired by Roy S. Frothingham, has moved to 111 Sutter St., San Francisco. A. B. Mueller, formerly with Sales Development Associates, has been appointed sales manager.

STEVE SHOEMAKER, who formerly operated the Stephen P. Shoemaker Adv. Agency, Toledo, has joined Ted Dahl Adv. Agency, Los Angeles, as account executive.

EDWARD J. ROHN, formerly of Compton Adv., New York, has joined the media department of Sherman K. Ellis & Co., New York.

Joice Joins Agency

CLYDE M. JOICE, formerly vice-president of Mitchell-Faust Adv. Co., Chicago, has been named president of Goodkind & Morgan, Chicago. The company name will be changed to Goodkind, Joice & Morgan. M. Lewis Goodkind will be vice-president and treasurer. Other personnel will remain the same. Offices continue in the Palmolive Bldg., Chicago.

David Haines Ball

DAVID HAINES BALL, president of P. Lorillard Co., New York, 70, died suddenly of a heart attack on Feb. 3 at his home in Mount Vernon, N. Y. A salesman for Marborough Brothers, Baltimore tobacco company, in 1889, Mr. Ball later became assistant to the president of the American Tobacco Co., and in 1911 an executive vice-president of P. Lorillard Co. He became president in 1937, succeeding the late B. L. Belt.

Mrs. Elizabeth Dancer

MRS. ELIZABETH DANCER, 42, wife of H. M. (Mix) Dancer, vice-president of Blackett-Sample-Hummert, Chicago, was killed Feb. 7 in an auto accident near Des Plaines, Ill. In addition to her husband, who is the executive on the General Mills account, three daughters survive: Marilyn, 19, Louise, 17, and Betsy, 7.

Radio Advertising Clinic Is Held in Twin Cities

FIRST radio advertising clinic ever held in the Twin Cities for visiting retail merchants was a feature of the annual spring Twin City Fashion Week, which closed Feb. 3 in Minneapolis and St. Paul. It was co-sponsored by the Twin Cities apparel industries and the Northwest Salesmen's Market Assn.

Supervised by L. E. Heir, educational chairman of the event, problems peculiar to various State communities were presented in an open forum for general discussion, and Luther Weaver, of Luther Weaver & Associates, St. Paul radio agency, demonstrated through actual scripts how sales problems had been solved satisfactorily by radio in Minnesota. In preparing for the clinic, officials asked all Minnesota stations outside the Twin Cities to contribute scripts of successful programs for exhibit. Among the stations represented were KYSM, Mankato; KATE, Albert Lea; KFAM, St. Cloud; WHLB, Virginia, and WEBC, Duluth.

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

RADIO'S LATEST "NATURAL"
RADIO'S NEWEST IDOL!

Dexter Randolph

BECAUSE: It is the perfect program for the sponsor who MUST reach the entire family. Ideal to broadcast at any time. Its great appeal to *all* offers a relief from *daytime* "Washboard Dramas." Too, for the first time, local sponsors can appeal to the entire family with *evening* entertainment, comparable to network programs!

• • •

BECAUSE: DEXTER RANDOLPH has been thoroughly tested! Listen to what the Whitehall Broadcasting Agency has to say about this program, sponsored by the Sweet Caporal Tobacco Company of Canada . . . *"The telephone survey on 'Dexter Randolph' shows that the listening audience in the Toronto area is approximately 38%, (thirty-eight percent)."*

• • •

BECAUSE: Anyone can build DEXTER RANDOLPH into an outstanding "personality." It is expressly written so that you will create, from your own staff, a "local" DEXTER RANDOLPH personality. Be sure that the DEXTER RANDOLPH in YOUR area is developed at YOUR station.

BECAUSE: Star Radio Programs, Inc., as "America's Leading Script Service" is in the enviable position of being able to offer the first 65 scripts of "Radio's Latest Natural" at a price never before heard of in the Radio Industry . . . only $45 for the first 65 scripts if order is received by March 15th.

Attention: Stations and Agencies! If you have not seen the Dexter Randolph brochure write Dept. B for free copy.

STAR RADIO PROGRAMS INC.

AMERICA'S LEADING SCRIPT SERVICE

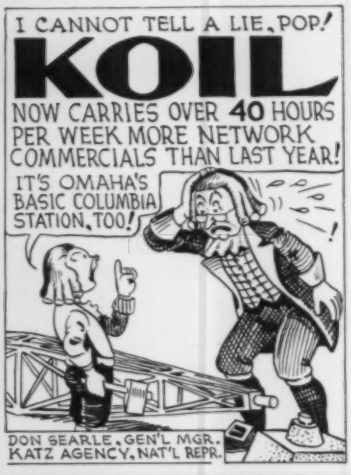
REPRESENTED IN CANADA BY ALL CANADA RADIO FACILITIES, LTD.

250 Park Avenue New York City

New Phillips Drama

CHAS. H. PHILLIPS CHEMICAL Co., New York, on Feb. 5 started a dramatic series, titled *Amanda of Honeymoon Hill*, featuring Joy Hathaway, on 45 NBC-Blue stations, Mondays through Fridays, 3:15-3:30 p. m. Program, contrasting the aristocratic South with the illiterate mountain regions of the South, is heard on behalf of Haley's M-O and Cal-Aspirin. Blackett-Sample-Hummert, New York, is agency.

DR. WALTER DAMROSCH, NBC music counsel and conductor of the NBC *Music Appreciation Hour* on NBC-Blue, was selected by students of the Abraham Lincoln High School, Brooklyn, as the citizen who in 1939 did most in behalf of New York City.


I CANNOT TELL A LIE, POP!
KOIL
NOW CARRIES OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR!
IT'S OMAHA'S BASIC COLUMBIA STATION, TOO!
DON SEARLE, GEN'L MGR.
KATZ AGENCY, NAT'L REPR.

NEGRO AUDIENCE
Deemed Vital Part of the Buying Public

CONTRARY to the belief of some advertisers and agency officials, the Negro population in communities where it forms a substantial part of the total population should not be deducted arbitrarily from radio circulation calculations, according to a survey conducted recently in the Charleston, S. C., area by W. H. Grayson Jr., principal of Burke Industrial School for Negroes.

Although the study indicated the income level of the Negro population is appreciably below that of the white population, it is large enough to represent a substantial buying power, while radio has established itself as the favorite advertising medium of the Negro because of its personal appeal.

The radio phase of the Grayson survey, developed by John M. Rivers, president of WCSC, Charleston, indicated that 57% of the Negro families covered had radios in their homes, compared with the general average of 64.6% radio ownership in Charleston County. With 95% of the Negroes gainfully employed in public or domestic service, and with 33% of their school-age children working and supplementing family income, along with 64% of the children finding summer employment, the survey concluded that in real wages the Negro is a definite economic asset and that the large numbers of Negroes and their employment in domestic service influences the buying habits of the entire population, according to Mr. Rivers.

Foreman Co. Formed

EDWIN G. FOREMAN Jr., for many years active in the advertising field, has announced the organization of The Foreman Co., radio station representatives, with headquarters in the Wrigley Bldg., Chicago. For the last six years Mr. Foreman has been manager of the Chicago studios of the RCA-Victor Co. He formerly was vice-president of Blackett-Sample-Hummert, Chicago. Offices will be opened in New York and other major cities in the near future. The company will operate on a national basis, according to Mr. Foreman, who said his stations would be announced about April 15.

Mr. Foreman

WCAU Transfers Street, Hammann Sales Chief

APPOINTMENT OF Robert A. Street, commercial manager of WCAU, as manager of the station's New York office, and promotion of Jack Hammann, formerly sales manager of KYW, as commercial manager in Philadelphia, were announced Feb. 14 by Dr. Leon Levy, WCAU president.

Mr. Street

Mr. Street, commercial manager for seven years, will assume charge of sales in the New York and New England area effective April 1. Mr. Hammann, who has been associated in radio sales for the last ten years, joins the WCAU staff March 11 and takes over his new duties with Mr. Street's transfer.

Radio Features Conference

RADIO will play an important part in the second annual fifth district conference of the Junior Advertising Clubs Assn. to be held in the Biltmore Hotel, Los Angeles, Feb. 24, according to William D. Shaw of the CBS Hollywood public relations division, general chairman of the event. A feature will be a quiz panel on radio advertising, with Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., leading the discussion. On the committee in charge of the convention are Walter Davidson, of NBC Hollywood sales promotion department, and Leo Coutt, radio account executive of L. Raymond Co., Los Angeles agency.

AMERICAN Newspaper Publishers Assn. has fixed April 23-25 as the dates for its annual convention at the Waldorf-Astoria, New York. Whether the agenda will again include radio has not yet been divulged.

Reps

EDWARD PETRY and Edward E. Voynow, New York and Chicago executives of Edward Petry & Co., were in Hollywood in early February for conferences with Earle Smith and Chester G. Matson, San Francisco and Los Angeles managers respectively of the firm.

HOMER GRIFFITH, Pacific Coast station representative and western manager for Howard H. Wilson Co., has reestablished Homer Griffith Radio Productions, 6362 Hollywood Blvd., Hollywood, but will continue his representation activities. Associated with him is Irene Wigton, home economist. Firm will handle production and merchandising campaigns. Mr. Griffith also appears over KNX thrice weekly as *The Friendly Philosopher*, sponsored by Woodman Accident Co., Lincoln, Neb. (insurance), placed through Presba, Fellers & Presba, Chicago.

WILLIAM S. WRIGHT, having resigned as Los Angeles manager of Joseph Hershey McGillvra, station representatives, to engage in other radio work, Duncan A. Scott & Co., which represents that firm in San Francisco, has taken over representation in Southern California. Offices are at 1031 S. Broadway, Los Angeles. A. C. (Gus) Belden is manager.

WILLIAM G. RAMBEAU Co., national representative firm, has issued its ninth annual "Radio Directory" containing names, telephone numbers and addresses of all station representatives, national networks, transcription companies, talent and program organizations, radio news services and stations in Chicago.

RALPH N. WEIL, Chicago manager of International Radio Sales, married Georgia Shonyo on Jan. 20.

WORL, Boston, has appointed Forjoe & Co., New York, as its national representative.

HAAN J. TYLER, Los Angeles manager of Free & Peters, is the father of a boy born Jan. 27.

WSOC, Charlotte, N. C., has announced the appointment of Headley-Reed Co., New York, as its national advertising representative.

Writing Movie About Radio

TED SHERDEMAN, NBC Hollywood writer-director, has been signed by 20th-Century Fox Film Corp., to write an original script for "Cavalcade of Radio", which Kenneth MacGowan will produce. Sherdeman has been given permission by the studio to continue writing the NBC serial, *Brenthouse*. He has been with the network several years, having transferred to Hollywood from Chicago.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

in the CONTROL ROOM

FRED W. FISCHER, since 1935 technical supervisor of WOWO-WGL, Fort Wayne, Ind., has been promoted to the headquarters engineering staff of the Westinghouse radio division at Baltimore, where he will work on the design and development of broadcast equipment. Robert G. Duffield, formerly control room supervisor of WBZ, Boston, succeeds Fischer at the Fort Wayne stations.

JACK SCHANTS has been named supervisor at WFIL, Philadelphia, filling the vacancy created by the advancement of Arnold Nygren to the post of chief engineer. William Neill has been added to WFIL's engineering staff.

JAMES L. FOUCH, for eight years in charge of the research laboratory of Universal Microphone Co., Inglewood, Cal., has been elected vice-president and chief engineer, replacing E. E. Griffin. Robert Griffin, purchasing agent for the last five years, has been promoted to Southern California area sales director of recorders. He replaces S. E. Shapiro who has moved to San Jose, Cal.

GARVIN COMBS, formerly of National Airlines, has joined WTSP, St. Petersburg, Fla., as chief engineer. Louis Bloomfield, formerly of WTAL, Tallahassee, also has joined the WTSP engineering staff.

B. LENOX DUNBAR, formerly of KGFW, Kearney, Neb., has joined the engineering staff of the new KORN, Fremont, Neb.

JOSEPH VICTORIA and William Gardner, formerly with Champion Recording Co., New York, have joined the new Star Record Co., 17 W. 60th St., New York, as engineers.

ROBERT STARK, formerly of KFJZ, Fort Worth, Tex., has joined the engineering department of KTUL, Tulsa.

TAUBNER HAMMA, technician at KYA, San Francisco, is the father of a girl born recently.

EMERY MILBURN, formerly of KHUB, Watsonville, Cal., has joined the KVCV, Redding, Cal., engineering staff.

JIM LYONS sound engineer at KSFO, San Francisco, has recovered from an attack of mumps.

GARO RAY, chief engineer of WICC, Bridgeport, has written an article on pipe organs as a hobby in *Connecticut Circle* magazine.

SIDNEY THOMAS, of Ensley, Ala., and William Reid, of Savannah, have joined the engineering staff of WSAV, Savannah.

HOLLINGSWORTH PEARCE, control supervisor of WBBM, Chicago, is the father of a boy, Hollingsworth Pearce III, born Feb. 6.

GEORGE J. MAKI, new to radio, has joined the maintenance staff of WBBM, Chicago.

Named to IRE Board

NEW members appointed for one-year terms to the board of directors of the Institute of Radio Engineers at the Jan. 3 board meeting have been announced, as follows: F. R. Lack, manager of the specialty products division of Western Electric Co., New York; W. R. G. Baker, chief engineer of General Electric Co., Bridgeport, Conn.; H. C. Forbes, chief engineer of Colonial Radio, Buffalo; A. F. Van Dyke, in charge of the RCA Licensing Laboratories, and L. P. Wheeler, in charge of Technical Information Service of the FCC.

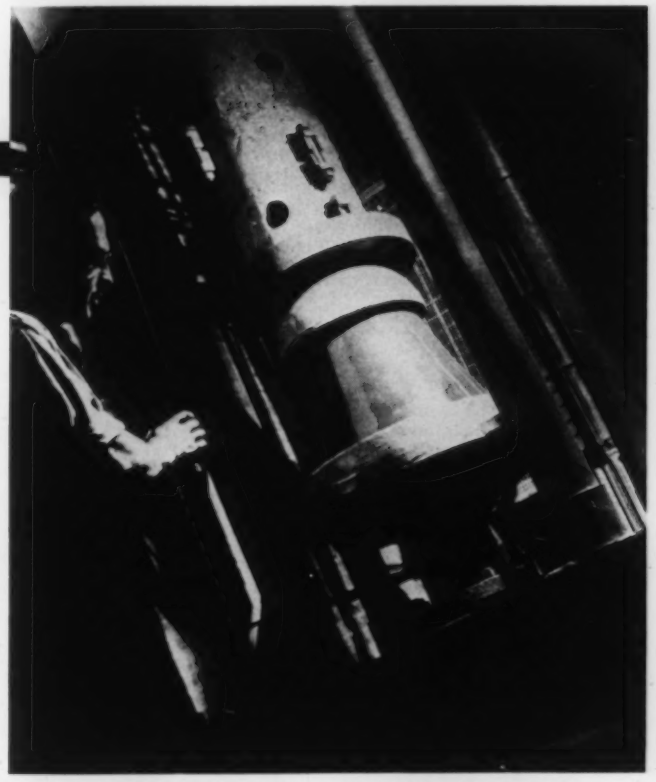
Mohawk Skiers

WHEN heavy snows hit the Mohawk Valley around Utica, N. Y., at the foothills of the Adirondacks, engineers of WIBX, Utica, were forced to use skis to reach the transmitter, located in marshlands where roads and paths became impassable.

FCC Work Shifted

REVISIONS OF Administrative Order No. 2, governing allocation of assignments among FCC departments, were adopted Feb. 7 by the FCC, to become immediately effective, relating to routine functions. One change authorized a commissioner who presides at hearings to rule on motions made during the proceedings, rather than require separate action by the commissioner assigned to the Motions Docket. A second change enlarges the powers of the Administrative Board so it may pass on applications for rebroadcast authorizations. A third change authorizes the chief engineer to certify engineering tests.

OPENING for an FCC radio inspector at $2,600 a year and an assistant radio inspector at $2,000 have been announced by the U. S. Civil Service Commission. Applications may be procured from any first-class postoffice or Civil Service Commission, Washington.



THREE MILLION POUNDS

ON THIS PIECE OF PORCELAIN

. . . ALL LAPP TOWER INSULATORS INCORPORATE THE SAME ENGINEERING DESIGNS Visitors at the Lapp plant are often most amazed at this demonstration—the proof test of a porcelain base insulator with 1,500,000-lb. loading. On design test, this same unit withstood 3,000,000 lbs.

We *are* proud of a porcelain cone of two-and-a-half-inch wall thickness that will stand up under 3,000,000 lbs. of compression loading. But we don't claim any magic for it. It's merely the application of sound engineering principles in mechanical design and in porcelain production.

Back of every Lapp development is the same kind of thinking. Products for radio transmission include tower footing and guy insulators, porcelain water cooling systems and pressure gas-filled condensers. Every engineer contemplating installation of a new transmitter, or modernization of present equipment, should hear the Lapp story.

LAPP

INSULATOR CO., INC., LEROY, N. Y., U. S. A.

Purely PROGRAMS

RATHER than play requests on its *'Round the Town Dancing Party* strictly in order received, WHMA, Anniston, Ala., acknowledges listeners' calls each five minutes, and then plays the first tune mentioned on each acknowledgment period. The station reports that although many listeners call a second time when they figure out the arrangement, other listeners who ordinarily might not call at all do so later in the program when the realize their requests stand as good a chance as anyone else's.

* * *

Song Suggestions

D. & C. CHEMICAL Co., Chicago (Di-Mon-Glo wax), new to West Coast radio, through J. L. Stewart & Co., that city, has started a twice-weekly quarter-hour program, *Song Puzzles*, on KECA, Los Angeles. Contract is for 26 weeks. Program features Jack Owens, tenor, who invites listeners to send him pictures from newspapers, magazines or original drawings which suggest popular songs. A prize is awarded listeners who stump him. Herb Allen, announcer, acts as the "listener's friend" by quizzing Owens.

* * *

Food Through the Years

INFORMAL TALKS on food and the art of making the most of it is the subject of a series of programs titled *Dinner at Home*, which started Feb. 12 on WOR, Newark, conducted by Gaynor Maddox, author, editor and authority on food and its role in American history.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

JACKSON GROWS UP!

New Building construction in Jackson totaled a million dollars more in 1939 than in 1938. Best record except 1929 boom!

New Homes Built in Jackson for 1939 totaled 743—compared with 658 for Memphis; 806 for New Orleans.

Population Increased in Jackson by 5000 in 1939 according to City Directory survey.

Industry selects Jackson for plant sites. Add Great Southern Box Company to new industrial roll headed by General Electric Company.

Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station will help you grow in this growing market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Camera Quiz

A NEW type of question and answer program, *Photo Phone Quiz*, has started on KVOE, Santa Ana, Cal., under sponsorship of a local camera supply shop. Listeners are invited to telephone camera questions to the station and Ivie Stein, photographic expert, answers them extemporaneously during the quarter-hour broadcast. Merchandise orders are awarded those phoning in questions used on the program. In addition a dollar bill is given the person who phones the greatest distance during the program's time on the air. Vic Rowland announces the series and also conceived the program idea.

* * *

Cash for Turf Fans

CASH PRIZES are awarded weekly by Alko Bromo Corp., Los Angeles (sedative), during its weekly quarter-hour program, *Sweepstakes*, on KFI, that city. Directed to turf fans, the program is built around results of the Santa Anita daily races. Prices of the first three horses in the featured race are picked for winners. Method of making awards is similar to that used on *Pot O' Gold*, with names picked from the local telephone directory. If winner is not at home to answer the phone, the next number is dialed. Herb Allen and Bill Stulla conduct the series. Robert Smith Adv. Agency, Los Angeles, has the account.

* * *

Tune Guessers

CASH prizes amounting to $300 and 50 baskets of groceries from the sponsoring Albers Super Markets are offered on the weekly *Mystree Tunes* feature of WKRC, Cincinnati. Listeners are asked to identify tunes played by Barney Rapp and his orchestra, featured on the program, and check them off on a chart available at any of the 22 Albers stores. In connection with the program a $100 cash prize is offered for the best slogan sent in each week. Frederic W. Ziv Inc., Cincinnati, handles the account.

* * *

It's All Yours

LISTENERS are invited to send in a list of musical numbers they think would constitute a well-balanced program on *Your Program*, new daily feature of WCKY, Cincinnati. Each day one listener is selected as program director and transcribed number, as selected by him, make up the broadcast. The listener is sent a printed scroll certifying his achievement, and local listener-directors are invited to the studio to be presented on the broadcast.

* * *

Announcer Stumpers

KELPAMALT Co. and Swedish Shampoo Laboratories, Walkersville, Ont. (proprietary, shampoo) have started a joint weekly half-hour quiz show *Live 'n Learn* as a test on CFRB, Toronto. The radio audience this time gets cash for sending in questions which the announcer must answer. There is also a mathematical problem for listeners to solve. Account is produced and handled by Dickson & Ford, Toronto.

Handicapped

A SPECIAL events broadcast, termed "the most unusual program in its history" by Fred A. Palmer, general manager, was staged by the Arizona Network recently when it presented a complete program from the Tucson School for Deaf and Blind. Highlighting the broadcast was the singing of the state song by a deaf and blind girl to piano accompanist. She took the rhythm of the music from the beat of the piano. Other amazing features included a choir of blind boys; a mixed chorus of deaf and blind and a violin duo of blind girls.

Is That So?

POSERS based on the elementary framework — spelling, arithmetic, grammar, history and geography— are featured on the new *Is That So?* quiz show sponsored on WKBN, Youngstown, by Lyden Oil Co., local distributors of Amoco products. When contestants miss a question, the studio audience gets its chance to answer, as well as the privilege of yelling "Is that so?" when a wrong answer is given. Five volunteers from the audience are chosen as contestants on each program, and each is asked one question in the five subjects. The program is copyrighted and handled by Florence Magee Evans.

* * *

The Workman Speaks

USING pack transmitter and mobile unit, WCMI, Ashland, Ky., is carrying nightly interviews with workmen in various occupations on its new sponsored *Men at Work* series. Traveling about town as roving reporters, Bob Watson and Dick Westerkamp have interviewed employes of the local daily newspaper, telephone company, hotel, hospital and power company. Coming visits include a chemical plant, Ohio River toll bridge, refractories plant, mines and mills.

WFBL
SYRACUSE

79 Hours and 5 Minutes

That's the WFBL program schedule at present of commercially sponsored shows—a record we believe any station can be proud of.

A few choice spots still available for advertisers interested in reaching the rich Syracuse and Central New York market. For rates and time available, write or wire

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

NOT CONTENT with the ordinary size, Tom Breneman, schoolmaster of the weekly half-hour CBS Pacific network program, *Spelling Beeliner*, picked the world's largest dictionary to introduce the series, sponsored by Los Angeles Soap Co. (Sierra Pine soap). It opens to 14 feet and stands 8 feet high.

* * *

Composers, Society, Market

ASPIRING composers are given an opportunity to hear their efforts during the daily quarter-hour program, *Alfred Becker Presents*, recently started on the Arizona Network. Song writers are invited to send in application and clearance together with their composition and in due time the melody is presented by Becker on his organ and song program. A novel program, *The Daily Calendar*, recently started on KOY, Phoenix, by junior announcers Edgar Snow and Jimmy Hayes, is literally a society column of the air. It chronicles and discusses the day's scheduled events in Phoenix society. KOY has initiated a daily service program, *Market Finals*, which carries a summary of all Transradio Press farm news for the preceding 24 hours and includes bulletins supplied by the extension service of the University of Arizona and closing quotations of all available markets.

* * *

Insurance Service

A SERIES of public service programs prepared by the Underwriters' Laboratories, private, nonprofit organization, has been inaugurated on WCFL, Chicago. Fifteen-minute programs tell of work done by Underwriters to safeguard every citizen, and feature prominent local and national experts. The series is prepared by Ben Caldwell, of Underwriters, and Miles Reed, program director of WCFL.

* * *

Lucky Buyers

SPONSORED by six members of the county automobile dealers association on WROK, Rockford, Ill., the newly half-hour *Motor Gold* show features a local band, guest vocalist and m.c., along with cash gifts. Dealers supply the station with duplicate sales slips of all used car sales during the previous week. One slip is selected on each program, and the purchaser is given $100, the salesmen $25.

The New Big Money Crop —Soybeans

WSOY

Serves the World's Soybean Center— Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

Decatur

WSOY 250 W. Decatur, Ill. 18 hours daily

'Naborhood Nollege'

FOND memories of the little red schoolhouse are vividly recalled during the Wheeler Product Co. *Naborhood Nollege*, aired over WCMI, Ashland, Ky., every Thursday night at 8. It's another audience participation show with a new twist supplied by Prof. Karl Vogel in the form of questions of general interest about the tri-state area. The audience opens the show with a rendition of "School Days", the words of which, along with a modest amount of promotion for Estrella cream lotion, are distributed before class comes to order. The engineering department cooperates in bringing the show out of three states. The program originates in Ashland, with brief 5-minute sessions in *Naborhood Nollege* conducted from the station's remote studios in Ironton, O., and Huntington, W. Va. *Naborhood Nollege* is written by Dal Wyant, of the WCMI continuity staff.

* * *

Citrus News

AS A SERVICE to citrus growers of Southern California, KGER, Long Beach, Cal., has started a seven-weekly quarter-hour program, *The Citrus Forum*, with cooperation of the California Fruit Growers Exchange, Mutual Orange Distributing Assn., and Federal agencies. Besides weather reports and frost warnings, broadcasts include other information for citrus growers such as reports from the Florida and Texas orange and lemon centers; market reports; developments from research and experimental stations and a brief summary of world wide news. A daily Citrus Letter Box is also conducted during the broadcasts and questions submitted by growers are answered and discussed. C. Merwin Dobyns, general manager of KGER, is supervising the series.

* * *

Today's Dinner

ROBERT L. BALZER Co., Beverly Hills, Cal., (health foods), on Jan. 26 started a weekly quarter-hour commentary program, *What Shall I Have for Dinner?*, on KMPC, that city. Robert L. Balzer, head of the firm, conducts the program, giving menu planning and educational hints on foods and wines. He also writes a weekly column for the *Beverly Hills Citizen*, under the heading "Concerning Wines & Foods".

* * *

A Song a Week

TURNING composer, Toby Prin, 250-pound entertainer of WCCO, Minneapolis, each week writes an original song for *Curfew Time*, on which he is heard nightly. Listeners are invited to name the song, with prizes awarded for best titles by Land O' Lakes Creameries.

* * *

At the Airport

INAUGURATED more than two years ago at the opening of the Nashville Municipal Airport, the thrice-weekly *Traveling Microphone* feature of WLAC, Nashville, presents Tim Sanders interviewing prominent air travelers as they alight at the airport.

* * *

Old Favorites

LEE S. ROBERTS, composer of "Smiles" and other national song hits a decade or so ago, recently inaugurated a thrice-weekly quarter-hour of old melodies on KYA, San Francisco, *Old Memory Box*.

WHEN Carter Reynolds, the *Sky Reporter* of KFDA, Amarillo, Tex., went on the air for the local Ford dealer, he was promised his own automobile for driving between the station and airport. So successful was the program that the sponsor ordered a special car and turned it over to the *Sky Reporter* for his exclusive use. Here he is (left), with the gratis auto and an airliner in the background, interviewing an airport employe—who looks alarmingly like Douglas "Wrong Way" Corrigan.

Occident Times

KSTP, St. Paul, has begun the airing of a new show, *Name the Tune*, for Russell Miller Milling Co., (Occident flour). Bee Baxter, conductor of the station's *Household Forum*, broadcasts it five times a week over the station and Minnesota Radio Network. An average of $10 a day is given away. To enter the contest, women must send in their registration on an Occident sales slip; then one of them is called next day. If she can identify the tune then being played, she gets $10. If she can't identify it or isn't home when called, she gets only $1, and the balance of the $10 goes onto next day's award.

* * *

Drive for Scrapbooks

JEAN FAY, who conducts her own commentary program directed to feminine ears three mornings a week over KYA, San Francisco, is asking listeners to submit homemade scrapbooks of interest to children. Each week she awards a $5 prize to the most attractive book received. The scrap books are turned over to children in San Francisco hospitals.

* * *

Lucky Groceries

TWO new locally sponsored telephone prize programs on WBRC, Birmingham, are *Number Please*, during which the sponsor, Bob's Trading Post, awards $25 worth of groceries to the party answering the phone number selected during the broadcast, and *Dr. Pepper Silver Dollars*, on which numbers are selected by Little Miss Pepper, who throws darts to make her picks.

* * *

Building Problems

EDMONDS CONSTRUCTION Co., Phoenix (builders), has started a new type of program on KOY, that city. Titled, the *Builder's Clinic*, the weekly quarter-hour program is strictly institutional, and features talks by prominent architects, builders and contractors on the latest trends and problems in home building.

* * *

History Quiz

WITH a special cast dramatizing some event of American history on *Mystery History*, conducted by Fred Dodge and Bob Becker on WFIL, Philadelphia, the studio audience is quizzed on the event's identity. The show rounds out with a general quiz along historical lines.

Men of Medicine

ACHIEVEMENTS of medicine's heroes are being brought to the attention of the dialing public in a new series of weekly broadcasts over KYA and KFRC, San Francisco. The program, entitled, Health Discoveries, is written and produced by Frank Wright and sponsored by Calwhey Co., manufacturers of health food products. The series chronicles outstanding discoveries in medical history.

* * *

Jobs After 40

RADIO clinic to explore the reasons why men over 40 have difficulty finding employment has started on WJSV, Washington, under the title, *Men Over 40*. The program, conducted by Dr. William Downs, a physician and surgeon, consists of interviews with both unemployed persons over 40 and men and women who have achieved success after passing the two-score mark.

* * *

Meet the Chief

IN COOPERATION with Northern California's traffic safety drive, KLX, Oakland, is broadcasting a program six mornings weekly from the office of Police Chief Bodie A. Wallman, who tells of latest traffic rules, with suggestions for safe driving. Wallman reports washouts and other unusual traffic hazards and gives a roundup of the previous night's traffic accidents.

* * *

Lucky

UNUSUAL commentary program recently launched on KSAN, San Francisco, *Luck* is based on phenomenal cases of human luck.

Debunking the War

NEWS program, *Headline Hokum*, which debunks war propaganda, has been started on the 31 Don Lee Broadcasting System stations. Jim Doyle, KHJ, Los Angeles, commentator, handles the five-weekly quarter-hour program and goes behind the scene with each news item, explaining the propaganda angles.

* * *

Forward Health!

TRUE-to-life stories dealing with public health are dramatized on *The March of Health*, weekly quarter-hour MBS program, presented through the cooperation of the Cincinnati Academy of Medicine, the Cincinnati Board of Health and Public Health Federation.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Remember
The Early Bird?

Spring business is early this year, with Easter Sunday coming on March 24. The early—and wise—birds are reserving time now! Phone or wire for the information you need.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

SHREVEPORT

for 1940 Radio Advertisers

Shreveport marched forward to a new position of leadership in the rich tri-state area of North Louisiana, East Texas and South Arkansas during 1939. Construction in Greater Shreveport totaled nearly $8,000,000 . . . retail business was up from 10 to 14 per cent and indications point to even better business in 1940 for aggressive radio advertisers who use popular KTBS to carry their messages into the homes of this receptive market.

MEMBER SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis KARK—Little Rock
WSMB—New Orleans KTBS-KWKH—Shreveport

A SHREVEPORT TIMES STATION

1,000 WATTS KTBS NBC

SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.

The NEW Money-maker for Broadcasters

•

Get ready now for Finch Facsimile, the new big opportunity for profits in radio.

Broadcasts a continuous strip of pictures, bulletins and advertisements — to receivers everywhere.

Wire service will bring immediate profits without commercial license.

•

Write or wire for details

FINCH TELECOMMUNICATIONS Inc.

PASSAIC, N. J.

New York Sales Office, 1819 Broadway, N.Y.C.

Finch Facsimile

Studio Notes

SOCIALITE members of the Minneapolis and St. Paul chapters of the Junior League are studying radio, particularly in relation to children's programs, in a *Junior League Radio Workshop* sponsored by WCCO and conducted by Max Karl, educational director of the station. The radio workshop is a new departure for Junior Leaguers who have been working for years on children's drama in the little theater. At present the Junior League girls are adapting children's stories with a view to producing worthwhile radio programs for children as part of the league's child welfare program.

WNBZ, Saranac Lake, New York, is broadcasting all bobsled races held every Saturday and Sunday throughout the winter, following the description presented Jan. 28 and 29 of the Adirondack Assn. two and four-man championships by Fred MacLane of the New York State Conservation Dept. Broadcasts are originated on ultra-high frequency at Mt. Van Hoenberg Olympic Bobrun by WOAG, station of the Conservation Dept., for rebroadcast on WNBZ.

BUTLER County (O.) Farm Bureau has adopted a resolution lauding WLW, Cincinnati, for its farm education programs, naming the daily 12:35 p.m. *Everybody's Farm Hour* for its public service.

RAYMOND GRAM SWING, MBS foreign news analyst, on Feb. 12 began broadcasting his quarter-hour news programs three times weekly instead of five, because of fatigue from the overcrowded schedule he has been following since the outbreak of the European war. Mr. Swing now is heard on MBS Monday, Wednesday and Friday, 10-10:15 p.m.

CBS Aviators

CBScadrille, aviation group of the network's Hollywood studios, has accepted a challenge of the Flying Fraternity of the University of Southern California, Los Angeles, for an air-meet. It will be staged at Rosecrans Airport on Mar. 28, with a "flour-sack" bombing as a feature of the day. CBScadrille consists of more than 20 amateur flyers and is headed by Al Span, CBS Hollywood sound effects director, as president. Don McVain, engineer, is vice-president. Paul West, continuity writer, is secretary-treasurer. Hal Rorke, CBS Pacific Coast publicity director, is mascot.

WSAR, Fall River, Mass., following a 20-year-record cold spell, recently had to call out its technical staff to repair a broken transmission line buried under 24 inches of ice in the bed of a pond at its South Somerset transmitter site. The line, connecting the two towers on the shores of the Taunton River, was reached after a 250-foot trench had been chopped through the ice.

A STATION presentation record, featuring virtually the entire cast of WOWO, Fort Wayne, in a quarter-hour of songs and patter designed to sell the station and its market, is being processed by RCA. Show was written by Jack O'Mara and produced by Franklin Tooke and stars Herb Hayworth.

WJJD, Chicago, and WIND, Gary, Ind., have arranged a tieup with the local Balaban & Katz theater chain consisting of daily spot announcements plugging current shows in Class A and B movies in exchange for daily trailers at each performance advising moviegoers of the broadcast service and carrying station slogans.

AL LLEWELYN, heard several years ago on CBS with Bradford Browne as *The Colonel and the Major* but out of radio for several years, has been signed by Weideman Co., Cleveland food brokers, for a *Strolling Minstrel* musical program heard three mornings weekly on WHK, Cleveland. Browne, Llewelyn's former partner, now is producing the *Al Pearce* show for N. W. Ayer & Son in Hollywood, according to the station.

KOY, Phoenix, Ariz., has started the new Arizona Network program, *Art For Men*, which presents Robert Atwood, well-known Arizona artist, in non-technical discussions of painting. Atwood invites other artists to use the KOY studio for an exhibition gallery and interviews them about their work on the program.

OPENING of National Defense Week Feb. 10 was heralded by WSAI, Cincinnati, with a military dinner piped to NBC under direction of Joseph Ries, WSAI educational director. Military notables attended the dinner.

KARL WYLER, manager of KTSM, El Paso, improved his time on a business trip to Washington by transcribing an interview with his district's Congressman and sending it back for a broadcast.

TO AVOID conflict with a play of similar title, NBC has changed the title of its new sustaining dramatic series, featuring Doris Kenyon, from *Saturday's Child* to *Crossroads*.

THE HOME of Clarence Leich, operator of WEOA and KGBF, Evansville, Ind., was the originating point Feb. 4 for the Sunday evening *Radio Panel* program discussing current events and social trends.

KNOCKED down to the highest bidder for the benefit of Finnish relief by Ray Clark, news editor of WNAX, Yankton, N. D.. was this toy fire engine held by pretty Marge Ellerman, WNAX secretary. The fire wagon was contributed by 11-year-old Sterling Walter, of Crofton, Neb., with the request that it be auctioned off and proceeds go to the WNAX Finnish Relief Fund, started by Clark several weeks ago.

WNAX, Yankton, S. D., as part of its drive for Finnish relief funds, which has netted more than $4,000 in a few weeks, conducted a radio auction for a donated toy fire truck. The truck finally was knocked down to the highest bidder Feb. 2 for $12. Before deadline, a 7-year-old Sioux City boy crippled since infancy with infantile paralysis made a $2.50 bid out of his penny savings. Ray Clark, WNAX news editor who organized the drive, contacted the $12 bidder, got him to give the truck to the boy. On Feb. 3 the auction was officially closed in the Sioux City studios of the station with a quarter-hour interview of the boy and his mother, and later in the day the 11-year-old contributor of the truck was interviewed in the Yankton studios. In connection with the drive WNAX listeners have organized several coyote and rabbit hunts and civic organizations of the community have sponsored dances, with all proceeds sent to the Finnish Legation in Washington.

KFBB, Great Falls, Mont., has started a new series, *Matching Jobs and Men*, in cooperation with the Montana State Employment Service. The twice-monthly programs feature interviews with head of departments and job-seekers. John Alexander, KFBB program director, produces the series.

WHK, Cleveland, has started the *Factfinder* series under sponsorship of Hickok Oil Corp., Toledo, which honor Ohio industries. Each program is recorded and transcriptions presented to the featured industries. Listening groups have been organized in local schools to help acquaint students with Northeastern Ohio industries.

WHBQ, Memphis, on Feb. 19 started the new *Radio Gardening* feature, to be heard weekly through the spring and summer. The program presents information for the gardner.

SPORTS STATION OF THE NORTHWEST

Sales builder for the Pacific Outfitting Co.

OUTSTANDING in its coverage of sports events is Oregonian radio station KEX. One smart advertiser who capitalizes on this KEX action audience is Joe Sherman, owner of the Pacific Outfitting Company. Mr. Sherman's general clothing store does a bustling business, prime promotion reason for which is his consistent use of KEX. Once a week, for six consecutive years, Pacific Outfitting messages have been linked with the KEX sportcasts of wrestling matches.

"KEX has *pulling power*", says Joe Sherman. "Our business has grown steadily, results have been excellent and I give KEX due credit for the job it has done."

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.

New York Chicago Detroit St. Louis San Francisco Los Angeles

RAY DADY'S SIDELIGHTS on the NEWS

Mon. thru Fri. at 8:45 a. m.

KWK

WTAQ, Green Bay, Wis., has arranged with 15 newspapers in its trade area to print the station's logs in exchange for spot announcements. Elliott Henry made the arrangements.

BECAUSE severe snow and ice conditions in the Carolinas were causing starving among migratory birds of the territory, WBT, Charlotte, N. C., has inaugurated a station-break announcement campaign to urge listeners to leave bird food on window sills and in yards.

WKY, Oklahoma City, on Feb. 22 will present to the State Historical Society a group of 25 half-hour transcriptions compiled by the station during a three-year period, including interviews with well-known Oklahoma historical figures, among them Pawnee Bill and Chris Madsen, famous marshal. The presentation will be made during an address before the Society by Daryl McAllister, WKY traffic manager.

WHEN the current *Builders of Business* series on KGVO, Missoula, Mont., is completed, the station will have in its files a complete economic history of Western Montana, as well as, recordings of the voices of every prominent business man in the territory. The weekly program salutes outstanding and progressive business firms, presenting the history of the business and featuring the owner or manager in a short interview, which subtly plugs radio advertising as a contributing factor in the building of his business. Jimmy Barber scripts and directs the program, while Marion Dixon and Jack Burnett of the commercial staff of the station alternate in interviewing the business men. Recordings are made of the interviews, a copy given to the business man and a copy retained in the station's files.

WMFF, Plattsburg, N. Y., on Feb. 5 celebrated its fifth anniversary with a special early evening program dramatizing highlights of the station's history. During the day the station was saluted on NBC during the *Breakfast Club, National Farm & Home Hour* and *Club Matinee* broadcasts.

WIOD, NBC outlet in Miami, has been originating three regular network shows—Kay Kyser, Walter Winchell and Milton Berle—while the program principals winter vacationed in Florida.

PAGE BOYS of CBS-Chicago on Feb. 14 broadcast a 15-minute program written, produced and acted by themselves. John Slattery wrote the show; Carl Nelson is narrator; Paul McDermott will handle the control board.

UPWARD GOES THE '920 CLUB'

Rapid Climb Is Made by WORL Participating Program, Observing First Anniversary

PHENOMENAL success of the daily seven-hour *920 Club* on WORL, Boston, developed by George Lasker, WORL manager, has been given principal credit by the management for the 400% volume increase registered by the station during 1939. The program, which observed its first birthday recently, has been expanded from a two-hour feature to its present seven-hour aggregate length, has continued its startling growth in the face of two 25% rate increases during the year.

Concurrently with the first anniversary of the program, H. A. LaFount, president of Broadcasting Service Organization, operators of WORL, made final arrangement with Manager Lasker and George Luckey, chief engineer, for construction of a new transmitter for the station. With construction proceeding at the present transmitter site in Needham, Mass., it is expected the new plant will be in use about March 1.

How It Grew

The program has grown from a two-hour recorded music afternoon period with three commercials of a single sponsor on Jan. 30, 1939, to a seven-hour daily stint handled in four individual sessions by three announcers, with advertising accounts turned away for lack of time. Heard for three hours on Sundays in addition to the weekday schedule, which includes early morning, morning, midday and afternoon, a fifth evening session will be added when evening time is available with local sunset.

Both local and national advertisers have either used spot announcements or sponsored sections of *920 Club* during 1939, among them Ford Motors; Feen-a-mint; Ex-Lax; Pepsinic Seltzer; Pacquins Hand Lotion; Meloripe Bananas Fruit Dispatch Co.; Rum & Maple Tobacco; Filene's Department Store; New England Coke Co.; Statler Tissues; Ce-Lect Baking Co., Durland's Health Bread; Matchless Brand foods; Boston Morris Plan Bank; Boston Consolidated Gas Co.; Atlantic Salt Co.; Sears Roebuck; D. & L. Slade Spice Co.; Kay Jewelry Co.; Summerfield's Furniture Co.; Howard Johnson's Restaurants; Starck Piano Co. of Boston; Trans-Lux Theatres; Francine Fur Studios; Cape Cod Steamship Co., and Wilfred Academy of Hair & Beauty Culture.

Ted Malone's Poetry Collection

TED MALONE, who was graduated with his *Between the Bookends* program from KMBC, Kansas City, to NBC-Blue, on Feb. 14 was to open to the public the Ted Malone Collection of published and unpublished poetry at his alma mater, William Jewell College, Liberty, Mo. His broadcast that day is scheduled from the campus library where the collection, said to be the largest of its kind in America, occupies one entire alcove.

WHK, Cleveland, early in February sponsored the city's first public demonstration of facsimile operation in the main entrance lobby of the downtown Union Commerce Bldg. During the one-week demonstration two facsimile receivers were operated in the lobby continuously from 11:30 a.m. to 2:30 p.m. daily, receiving signals of WSXE, whose transmitting antenna is located atop the Terminal Tower flagpole.

Plans Yarn Campaign

HOLLYCRAFT INSTITUTE, Los Angeles (weaving looms and knitting yarns), sponsoring the five-minute *Hollywood Yarncrafters Guild*, with Irene Wigton, commentator, five and three times weekly respectively on KMPC, Beverly Hills, Cal., and KFOX, Long Beach, Cal., is planning to transcribe the series for a national spot campaign to start in early March. Agency is L. Raymond Co., Los Angeles.

WFIL, Philadelphia, early in February was honored by the Philadelphia Shrine Club when that organization designated its monthly luncheon meeting as WFIL Day. The station responded with an hour show featuring NBC and MBS stars, including Clem McCarthy, Jimmy Scribner and Elinor Sherry, all of whom came from New York for the occasion. Samuel Rosenbaum, WFIL president, also acted as toastmaster at the luncheon and m.c. of an *Imitation Please* quiz satire.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

ARE YOU A PERSONALITY ANNOUNCER?

Are you a man who has run—or is running—a musical clock program?

Do you have evidence to prove your success?

Do you want to be associated with a network station in a major city?

There is an opportunity open for an alert personality who has ideas and ability to build a following.

It's an opportunity to start with a guaranteed salary—and percentage.

Write us—giving full details about yourself and your qualifications.

All information will be held in confidence.

Write to Box A679, BROADCASTING.

Confidence Deluxe

WWVA

NO ADVERTISING medium depends so much on the diligence, honesty of purpose and uncheckable performance of duty, as does radio broadcasting. It is strictly a confidence business if there ever was one! Radio advertising must depend so much on the integrity of the broadcaster.

At WWVA the guarding of such confidence is a creed—we serve others as we would be served. Such statements as this one, received from a large Chicago advertising agency executive, warm our hearts:

"As usual, you are your own boss on this thing, as you can handle this matter (meaning campaign) in any way you please".

That's confidence de luxe!!

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

Haymond's 67

CARL HAYMOND, operator of KMO, Tacoma, one of radio's outstanding golfers, shot a subpar 67 in a practice round at the Palm Springs (Cal.) golf course while vacationing in that resort last month. Mr. Haymond, winner of the BROADCASTING golf trophy at the 1935 NAB convention tournament, will defend his local club championship this summer. KMO is planning a station team to participate in the Tacoma links league championships, with Haymond as captain and such low handicapmen on the station staff as Larry Huseby, publicity director and city public links champ; Roscoe Smith, salesman, and Burt J. Dunn, announcer.

BACK HOME welcome for Lincoln Dellar, new general manager of KSFO, was held Feb. 2 in San Francisco's Mark Hopkins Hotel in the form of a luncheon at which W. I. Dumm, president of Associated Broadcasters Inc., operators of KSFO, was host to a group of 104 persons, including CBS executives, civic officials and radio executives of all the Bay District stations and agencies. At the head table are (l to r) Mr. Dellar, who came to KSFO from the general managership of WBT, Charlotte, N. C.; Donald W. Thornburgh, toastmaster, CBS vice-president in charge of Pacific Coast operations; Mr. Dumm; Henry M. Jackson, CBS San Francisco manager; Mefford R. Runyon, CBS vice-president, New York; Herbert V. Akerberg, CBS vice-president in charge of station relations, and R. W. Dumm, KSFO sales promotion manager.

Radio Farm Scholarships Are Continued by WLW

TWO more senior students of land grant colleges of the United States will receive scholarships in practical radio training at WLW, Cincinnati, this year, under terms of a competitive project announced early in February by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. The scholarships, carrying a cash stipend of $500 each, are being offered for the second consecutive year. Winners of the 1939 competition, Merton Emmert and Charles Grisham, recently were engaged as permanent members of the WLW agricultural department staff after completing their six-month scholarship training.

Eligibility will be confined to students receiving degrees in agriculture from land grant colleges during the 1939-40 academic year. The deadline for entries has been set for midnight of April 30, with candidates requested to file notice of their desire to enter not later than April 1. Winners will receive practical training in announcing, writing and producing programs, program research and other broadcasting activities, working under supervision of George C. Biggar, WLW program director, and Ed Mason, farm program director.

1,500 Entries
from a Sponsor's FIRST announcement of a local contest!

C B S • 1010 KC.

★

W N O X

SCRIPPS-HOWARD RADIO, INC.
Knoxville, Tenn.
5000 Watts Day—1000 Watts Nite
•
The Branham Company

Copy That Clicks

(*Continued from page 24*)

click because it has not hit a keynote and stayed with it. The facts are there but they are strung out. The second announcement starts out with an appeal to the selfish motive of making more money; sentence two tells of a booklet that will help accomplish it; sentence three tells why and elaborates with further reasons for wanting a copy. The second announcement has its faults but its strength lies in the fact that it is unified under the single idea "Make More Money", which is an exposition of immediate interest to any customer. It is true that the actual selling points on the feed itself are thus minimized but it is up to the client to decide which he wants most—selling of the product's special features or giving away of literature. It is our feeling that you can't get the maximum results from both at the same time.

In the search for a formula that will make copy click there is frequently the tendency to look for trick methods and fancy leads. There may be selling campaigns that are able to capitalize very well on such copy but it is safe to depend more on good old over-the-back-fence American logic in planning radio commercials for most accounts. Remember, too, there are new lessons to be learned every day in the constantly shifting and competitive field of selling by air.

No matter how well a single piece of copy may click, there are always a dozen more ways just as good if a writer will only work them out. No, there is no single formula that will guarantee results, but years of analysis of copy success and failure lead us to believe that you can't beat a man who thinks straight, who puts one idea down in a direct friendly fashion and stays with it till he's sold you on it.

WAYNE M. NELSON, manager and chief owner of WMFR, High Point, N. C., is disclosed as secretary and 49% stockholder in Textile Broadcasting Co., applicant for a new 250-watt station on 1500 kc. in Greenville, S. C. President-treasurer and 51% stockholder is Robert A. Jolley, head of the Nehi Bottling Co. units in various cities of the State.

Another Schenectady Group

HAROLD E. SMITH, manager and part owner of WOKO and WABY, Albany, is disclosed as 51% stockholder of Mohawk Radio Inc., latest of a series of applicants for new stations in Schenectady. Application filed with the FCC asks 250 watts on 1200 kc. Among Mr. Smith's associates in the new company are Denis C. Dempsey, former GE engineer now county manager for WPA, owning 23.5% of the stock; James M. McNearney, wholesale distributor, with 14.5%, and John English, head of the United Baking Co. and of United Wholesale Grocery, Schenectady, 10%.

CBS Employes' Lecture Series

SERIES of lectures for all CBS employes to acquaint them with all phases of the network's operation was started Feb. 5 at CBS headquarters in New York, as an expansion of the weekly lectures presented in the spring of 1939 for technical employes. Talks are by 13 leading members of the CBS engineering department, with other departments to be covered later if interest warrants it. Speakers are A. B. Chamberlain, H. A. Chinn, William B. Lodge, W. H. Moffat, James L. Middlebrooks, Henry Grossman, R. G. Thompson, C. R. Jacobs, R. A. Bradley, Hugh Cowham, James Parker, Peter Goldmark and E. K. Cohan.

'RFD 1020'

What is 'RFD 1020'?

...a top-notch farm show broadcast by KYW six days a week, at 6:00 to 7:00 AM, Monday thru Saturday.

Where is 'RFD 1020' Heard?

...it serves an immensely rich agricultural area containing 571,800 *rural* radio families—*more* than live in IOWA and MINNESOTA *combined!*

What does 'RFD 1020' Cost?

...your participation every day in the week (except Sunday, of course) costs only $81.00 per week.

Who are 'RFD 1020' Advertisers?

...fine accounts such as Du Pont, Allis-Chalmers, Wene Baby Chicks, Olson Rug, Mentholatum Company.

WESTINGHOUSE
KYW
"the RED network station in PHILADELPHIA"

NATIONAL BROADCASTING COMPANY

When Baby Needs Shoes

WBNS
HELPS MAKE THE SALE!

WBNS . . . Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

TRANSCRIPTIONS

NBC Radio-Recording Division has announced that since Dec. 15, 1939, nine new stations have subscribed to the NBC *Thesaurus* Library and 29 have contracted for renewals. New stations are WAKR, Akron; KCKN, Kansas City, Kan.; WLNH, Laconia, N. H.; KIDW, Lamar, Colo.; WSAJ, Huntington, W. Va.; WBAB, Atlantic City; WSMB, New Orleans; KMPC, Bakersfield, Cal.; WARM, Scranton. Stations renewing are KFEQ WKBZ WJAX KBND WDAY KGW-KEX CKCH XEW CJOC WMBG CFPL KGLO VOCM WPRO CHNS KFDM KDYL CJKL CFCK CKGB YV5RS KXMR KWNO KTBS CFNB WPTF KSAL WFLA WFBC KDON.

ADDITIONAL station and sponsor deals recently closed for *The Adventures of Pinocchio* bring the total of sponsored broadcasts of this series to 26, according to Radio Attractions, New York, producers of the transcription series. Recent sponsors include: Dr. Pepper Bottling Co., San Francisco on KFRC, through Fletcher Udall & Associates; J. F. Giering Bottling Co., Pepsi Cola distributors in Youngstown, WKBN; Bismarck Bakery Co., Bismarck, N. D., KFYR; Bamby Bread, Washington, WOL; Selected Dairies Winston-Salem, N. C., WSJS, and on March 4 K & B Packing Co., Denver, on KOA. Six other sponsors have renewed contracts for the series, which is also heard under local sponsorship on KMBC, WTCN, WMC, WGBF, WSCS, WCPO and WWNC.

C. P. MACGREGOR Co., Hollywood transcription concern and library service, has established an educational division. The firm is offering schools 130 recorded features, which include famous fairy tales, highlights from history and literary masterpieces. They are described in an attractive catalogue, and were selected by Dr. Cline M. Koon, recently appointed educational director of C. P. MacGregor Co., from the library service of more than 5,000 transcribed programs. Dr. Koon was formerly senior specialist in radio and visual education in the U. S. Office of Education, Washington.

FELBER FEATURES Inc., new Hollywood production concern, has been organized with offices at 1680 Vine St., that city. Marguerite Felber, formerly New York radio writer and producer, is president and manager, with Helen Lee Chais vice-president. B. Warren Vinetz is secretary-treasurer.

RADIO PRODUCTIONS Inc., new West Coast production unit, has been formed with headquarters at 9132 Sunset Blvd., Los Angeles. Jack I. Schwarz heads the firm as president with Edward Court vice-president and production manager. Charles Isaacs is head of the writing staff. The firm is preparing a quarter-hour serial, *Egad —the Gadsbys*, for a prospective sponsor. Serial features Ed Glover and Ruth Barth as the Gadsbys

MERTENS & PRICE, Los Angeles production unit, has moved to 3902 W. Sixth St. Firm has sold the Canadian and Newfoundland rights of its 26 quarter-hour *Leisure House* serial to All-Canada Radio Facilities, Toronto.

WALTER P. DOWNS, Montreal, representing Kasper-Gordon in Canada and serving all Canadian agencies, was incorrectly referred to in BROADCASTING, Feb. 1, as "in charge of radio for MacLaren Adv. Co., Montreal". BROADCASTING regrets the error.

JAMES HERRICK has joined Radio Productions & Recordings Inc., Denver, and the Denver School of Radio Technique as school director.

WPEN Restraint Sought by NAPA

Artists to Ask Court to Bar Recordings From Station

NATIONAL Assn. of Performing Artists within the next few days announces it will file suit in the Pennsylvania Court of Common Pleas of Philadelphia County against WPEN, Philadelphia, asking an injunction restraining the station from playing phonograph records on the air. Action would be the first to be brought in the name of the organization itself, previous suits in the interests of the group having been made in the name of a particular artist, Fred Waring or Paul Whiteman, for example.

Herbert A. Speiser, attorney for NAPA, told BROADCASTING he is of the opinion it should not be necessary to bring 650 individual suits, one for each NAPA member, to accomplish the desired purpose of preventing the station from using any and all phonograph records made by any and all members of NAPA without their permission, but that the law will permit it to be covered in a single action. Suit will be filed before the end of this week, he stated.

Negotiations Fail

Action against WPEN would follow the station's recent dismissal of its staff orchestra following the breakdown of lengthy negotiations with the Philadelphia local (No. 77) of the American Federation of Musicians, which failed to produce an agreement between WPEN management and AFM officers as to the amount the station should expend in the employment of union musicians [BROADCASTING, Jan. 15]. Since dismissal of the men on Jan. 13 the union has been picketing the station, which is using records and transcriptions for its musical programs.

What action, if any, will be taken by the manufacturers of phonograph records in the impending suit can not be determined at this time. No intervention was made in the Waring case, brought by NAPA in the name of Fred Waring against WDAS, Philadelphia, several years back, which resulted in a decision prohibiting the station from broadcasting a specific Victor record without Waring's permission.

When a similar action was begun against WNEW, New York, in the name of Paul Whiteman, however, RCA entered into the action to protect its rights as a record manufacturer and the decision, now being appealed, gave certain rights to both artist and manufacturer. NAB, which is handling the appeal for WNEW in the interests of all broadcasters, may also take action in the WPEN-NAPA case, although that also has not yet been decided.

Serial Film

TIRED of explaining to curious friends just how a radio broadcast is conducted, Kenneth Roberts, announcer for CBS's *The Goldbergs*, *Life Begins* and *Joyce Jordan-Girl Interne*, has taken 16 mm. movies of the entire process—and gives screenings at the drop of a hat.

New.. PRESTO TURNTABLE

gives perfect reproduction of all makes of transcriptions

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as PRESTO instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33⅓ RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Committee Attacks FCC Lobby

(*Continued from page 15*)

appreciate the unfortunate situation are the attorneys who practice before the Commission," said the monograph. "Whether, as a group, they have a full understanding of the seriousness of the problem may not be hazarded. One thing is clear, however, and that is the undeniable fact that it is to their own immediate self-interest that the practice be continued. Every petition for intervention, every hearing in which they participate, every brief they write, every oral argument they make, helps swell their coffers. It is not difficult to understand, therefore, the resistance of some of the attorneys having business before the Commission to any change in the previous practice."

Declaring the Commission has come to grips with the problem, the monograph said rules recently promulgated require a petition to intervene to set forth not only the interest of the petitioner but also the facts on which his claim that his intervention will be in the public interest is based. If the provision is enforced intelligently and forcefully, an important step will have been taken both toward protection of applicants and the increase in the Commission's prestige, said the report.

Holding that the position taken by the Commission appears to be thoroughly sound, the monograph said that if all an intervener proposes to do is to stand by idly or to heckle witnesses on cross-examination, there is no reason to permit him to participate. If the petition indicates he intends to indulge in *bona-fide* cross-examination, he should be permitted to intervene, if the FCC in the exercise of its "sound discretion" should so decide.

Censorship Issue

Conduct of hearings on broadcast matters in the field, rather than in Washington was favored. Because of its financial inability to do this the Commission was said to be seriously handicapped. In many cases, it was stated, purely local issues are involved and the most efficacious manner in which to proceed would be to send a hearing officer into or near the city in which the applicant proposes to build his station.

The monograph discussed at length program citations which raised the censorship issue, pointing out that the old practice of temporary license renewals pending investigation of program complaints had been discontinued. The Commission's attempt to regulate program material has occasioned repeated cries of censorship, "a complaint which may or may not be justified". Then the monograph frankly stated no attempt would be made by the committee to consider whether or not the commission "has transcended its statutory authority by engaging in an examination and regulation of program content".

Whenever a notice of complaints on programs was given stations, they usually "voluntarily" discontinued them "rather than test their propriety in renewal proceedings under circumstances in which they claim they could have fought the matter to the last ditch if the Commission had instituted revocation proceedings", it is stated. But now the revocation procedure, reversing the burden of proof, has been instituted, but the Committee said it is probable the station complaints will not subside, and that objections to the Commission's actions will be just as numerous and equally acrimonious. But, it adds, they will be directed to the real sore-spot—censorship.

"It is difficult to believe that broadcasters will be more willing to contest revocation proceedings than they have been to maintain the burden of proof in renewal cases. The real objection is, in other words, not to the procedural form which the hearing takes, but rather to the subject-matter of the hearings. The fact is that the licensees do not wish to have the issues litigated. They would rather discontinue objectionable programs than risk the possibility of losing their privileges".

The committee indicated it is probable the number of objectionable programs would be decreased appreciably if broadcasters were in a better position to know what material the Commission considers inimical to the public interest. "It is impractical, of course," the monograph continued, "for the Commission to give 'advance opinions' on the propriety of radio scripts even if the rendition of such service did not launch the Commission upon a forbidden course of censorship.

"While it may not be feasible to promulgate regulations covering particular types of programs, it may be possible for the Commission to issue rules governing the overall character of program content and service. In any event, a greater consistency and precision in the Commission's decisions would give licensees some indication of what types of program material are frowned upon."

The committee said the service of notice or hearing or a show-cause order for revocation because of program or other reasons is followed by a carefully prepared press release stating the reasons. "Such publicity is, in its own right, one of the most effective sanctions which the Commission can invoke," it continued. "But the use of the sanction at present contains an element of unfairness, by reason of the circumstance that the notice of hearing, when served by mail, may not even reach the licensee until after the newspapers have published the Commission's statement.

"It would perhaps be seemly to withhold the press release until the licensee has had an adequate opportunity to examine the notice of hearing, so that he may determine whether he should discontinue the program in issue as a prelude to requesting the Commission's immediate and informal termination of the proceedings. So long as there is any possibility that the just interest of the public may be protected by quiet negotiation, effort should be made to save the licensee from publicity which may be irremediably damaging."

HONORED guest at a recent meeting of radio pioneers, Dr. Frank Conrad, Westinghouse engineer (center), fingers a replica of the first shortwave set with which he picked up a Pittsburgh broadcast in London in the early 1920's. First-hand memories of the event also were enjoyed by C. W. Horn (left), NBC assistant vice-president in charge of development and research, who sent the program, and David Sarnoff, president of RCA, who was with Conrad when the broadcast was received. The trio got together during the celebration at which the 1940 Gold Medal of the American Institute of the City of New York was presented to Dr. Conrad by Robert T. Pollock, president of the organization.

Strictly Comedy

CROSS-SECTION of the best radio comedians will be presented on the MBS series, *Comedy By*, which starts Feb. 16 from the WOR Playhouse in New York, and will present a different comedy team each week. Tom Howard and George Shelton will be the first comedian guests, while each program will present music by Bob Stanley and his orchestra.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

Big Mid-Winter BUSINESS in Western Carolina!

Industries going full tilt. Pay rolls up. Burley tobacco market bringing in new cash. There's money to spend—and money being spent—in Western Carolina! WWNC blankets this area; no other station does. Good time to begin your schedules on WWNC is N-O-W!

Pay-off recognition of WBZ

BOSTON'S 1940 LEADER

15 new accounts in 30 days

6 hours more commercial time a week

WE'RE GOIN' TO TOWN! C'MON ALONG.

WESTINGHOUSE

WBZ - WBZA

51,000 watts

Boston & Springfield, Mass.

programmed by

NATIONAL BROADCASTING COMPANY

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

New Records for January Time Sales Are Established by National Networks

STARTING the new year with full steam up, the nationwide networks in January 1940 reported combined gross time sales of $8,311,926, a new all-time high that surpassed the January 1939 figure of $7,023,035 by 18.4%. For both NBC and CBS January was a record-breaking month. NBC's combined gross sales on both the Red and Blue networks totaled $4,405,208, a gain of 9.2% over the $4,033,900 total for January 1939.

With the new year, NBC has inaugurated a new method of dividing its billings between its two networks. Beginning with this month, Blue Network revenue will include only time sales of those stations which are specifically identified as Blue affiliates on the NBC rate card. Originally, NBC revenue was allocated as Red or Blue according to the originating network, regardless of the distribution of supplementary facilities. Last year this was changed to credit the Red network with revenue of the Red basic and supplementary groups and the Blue network with that of Blue basic and supplementaries, but to credit all other supplementary facilities, not specifically identified with either Red or Blue, to the originating network.

New system will credit these heretofore unbranded supplementaries to the Red Network, which it is said was already receiving more than 80% of their billings, and will restrict the Blue revenue to that derived from Blue affiliates whose use entitles advertisers to the special Blue Network discounts. NBC is also reporting 1939 figures on the new basis for comparative purposes, the total NBC monthly billings not being affected, of course. Since comparable monthly figures are now available for the NBC networks separately, BROADCASTING is returning to its previous system of showing individual Red and Blue gross time sales which was discontinued in 1938 when NBC itself reported only combined figures.

CBS has also made a slight change in its reports of gross time sales, effective with January. Rebates given to advertisers for time recaptured by the network for news summaries, curtailing the commercial time from 30 to 25 minutes or from 60 to 55 minutes, are now deducted from the gross time sales before reporting. These reductions will lower CBS figures by from $50,000 to $60,000 a month.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
NBC-Blue			
Jan.	908,815	10.5	822,739
CBS			
Jan.	3,588,989	34.2	2,674,057
MBS			
Jan.	317,729	0.8	315,078

Insurance Series

THE *Policyholder's Friend*, half-hour Sunday feature sponsored by American Union Life Insurance Co. of Tulsa, began a 26-week contract Feb. 4 on KVOO, Tulsa. Featured are interviews between the *Policyholder's Friend* and "Mr. and Mrs. Oklahoman" on common insurance problems. Music is furnished by the KVOO staff orchestra and soloists, with parts in the skits taken by members of the insurance company's staff.

Big Fire Covered

A $250,000 fire in the Davenport, Ia., business district Feb. 2 found WHBF, Rock Island, Ill., on the job. Shortly after the fire broke out WHBF went on the air and remained at the scene five hours. Taking part in the pickups were Robert Sinnett, chief engineer; J. Woodrow Magnuson, announcer; Maurice Corken, commercial manager; Joseph Matthews, salesman. Several sponsors took time via telephone solicitation and one fire insurance agent used frequent announcements during the coverage.

WOR's F-M Programs

MUTUAL programs, which may or may not be broadcast by WOR, Newark, will be the program fare of W2XOR, WOR's frequency modulation station, when it begins operations early in March. Since the F-M broadcasts of these programs will be their only coverage of the New York area, response to them from New York listeners will be an indication of the size and growth of the F-M set-owning public in this area.

ON THEIR METTLE are these housewives, answering questions on the *Cook Book Quiz* program sponsored by Miller Packing Co. on KROW, Oakland. Scott Weakly (right) is cook-in-chief, with Elma Latta Hackett (beside him) as referee. Money and meat awards are given contestants and studio guests. Long Adv. Service places the program. Weakly also conducts the *Skullcrackers* quiz on KROW and Mrs. Hackett has the *Friendly Homemaker* program heard regularly on KSFO, San Francisco.

Fond of Mose

RECENTLY a colored congregation in Cincinnati invited Mose, a Negro character on Al and Lee Bland's *Morning Patrol* on WCKY, Cincinnati, to be guest of honor at a church meeting March 12. The Negro actor is a great favorite of the congregation —but it turns out he is a mythical person played by Al Bland. However, the Rev. B. A. Herrington, pastor of the church, has reissued the invitation, this time to the Brothers Bland, to attend the meeting and demonstrate how Mose is created. The Blands have accepted.

Local interest and CBS programs assure exclusive attention of a superior audience.
Send for Facts
National Representatives
BURN-SMITH CO., Inc.
New York and Chicago
5000 w. day • 1000 w. night
KGVO
MISSOULA MONTANA

2
MARKETS
for the Price of ONE
St. Paul and Minneapolis
Combined Population Nearly 800,000
In the Northwest Use
WTCN
NBC Station with
BLANKET COVERAGE
of the Twin Cities
FREE & PETERS
National Representatives
New York
Chicago
Detroit
Los Angeles
San Francisco
Atlanta

FTC Distribution Study Limits Advertising Scope

IN A statement issued Feb. 3 the Federal Trade Commission declared its proposed inquiry into methods and costs of distribution [BROADCASTING, Feb. 1] will not be an inquiry into advertising per se, but rather an investigation of all distribution costs, which may or may not include a survey of national advertising costs, merely as an incidental to distribution costs. The formal statement made the flat declaration that the FTC will continue its established policy in regard to advertising, i.e., that it is not opposed to advertising as such, but rather to advertising that might be false or misleading.

The report of a direct investigation of national advertising costs grew out of a statement made by FTC officials during a House appropriations subcommittee hearing on the FTC section of the Independent Offices appropriations bill. The subsequent declaration omitted any explanation of how the definite statement of intention and purpose appeared in the printed record of the subcommittee hearings.

The matter was argued briefly on the floor of the Senate Feb. 8 when Sen. Bridges (R-N. H.) offered an amendment to cut $88,829 from the FTC appropriation, assertedly included to carry on the reported investigation. The Bridges proposal was opposed on the floor by Sen. Byrnes (D-S. C.), who cited the explanatory statement of the FTC. The proposal was rejected.

At last!

The Recording Industry's Most Needed Publication

Complete & Thorough

$1.25 Postpaid

Technical for the Engineer . . . . . Understandable to the Layman . . . . .

GAMBLE Publications
228 S. Wabash Ave.,
Chicago, Ill.

'Crackdown' Era Seen at FCC

(Continued from page 11)

objections, to John P. Devaney, former chief justice of the Minnesota State Supreme Court. In this connection, the basic issue before the FCC was said to be the difference between providing additional service to some 800,000 people in the Minneapolis-St. Paul area and some 40,000 people in the Wichita area. Because of the feeling that "people" rather than field strength contours are paramount, it was stated, the ruling was in favor of the Minnesota applicant.

Totally aside from the program considerations, which can be expected to give rise to new censorship charges, there are seen in the new factional lineup at the FCC other dire forebodings. With a reallocation of broadcasting facilities impending under the Havana Treaty by this fall, the inclination to keep the pot simmering may result in something more than routine realignments.

Clears in Danger

Another pitched battle in the offing is over retention of clear channels as a means of serving rural and remote listeners. There is strong sentiment on the FCC to duplicate assignments on such channels more or less indiscriminately. This stems from what may be described as a "curse of bigness" view harbored by several of the so-called "radical" members, not only against stations in major markets, but against the networks.

With the FCC committee slated to issue shortly its report on the Network Monopoly Inquiry of latter 1938 and early 1939 and with the new trend toward rigorous scrutiny of programs clearly evident, large-scale activity is foreseen. There have been repeated delays in the drafting of the report, which is expected to urge radical revision of regulatory, licensing, ownership and other policies and procedures. Whereas the committee (Brown, acting chairman, Walker and Thompson) expected to submit the report by Feb. 15, it now appears at least another fortnight or perhaps a month will elapse before it reaches the full Commission [BROADCASTING, Feb. 1].

On Other Fronts

Aside from these manifestations, the recently instituted practice of summary revocation proceedings against stations for purported "hidden ownership" [see page 12] contributes to the chain of events which portend stringent rule. With increased funds for personnel forthcoming on July 1, by virtue of the new FCC appropriation, an Investigation Unit will be stablished. To use one of Chairman Fly's favorite expressions before Congressional committees on appropriations' matters, these investigators will "turn over the chips" to ferret out the facts of ownership, operation and other data viewed as requisite.

When Chairman Fly succeeded Frank R. McNinch last September after the latter's forced retirement due to prolonged ill-health, he embarked on a course of study, and did not give an inkling as to his views on fundamental problems. He knew about the tribulations of his predecessor during his tempestuous two-year tenure, particularly with fellow commissioners, and he set out to put the quietus on the personality conflicts which had made the FCC a mockery among Government agencies.

It was not until recently that Chairman Fly began to reveal his position on policy matters. These trickled forth at oral arguments, in hearings and in written opinions on broadcast cases. The most revealing data, however, came in testimony before the House and Senate committees in connection with the 1940 FCC appropriation [see page 32]. These expressions tended to classify the former Tennessee Valley Authority counsel, recognized as a crack New Deal attorney, with the anti-status quo forces insofar as broadcast regulation is concerned.

A year ago the working majority of the FCC, insofar as broadcasting was concerned, preferred a course of industry cooperation and counsel, rather than regulation with a vengeance. Former Commissioner E. O. Sykes was inclined to favor a conservative approach, along with Commissioners Craven, Brown and Case.

How They Lined Up

When Judge Sykes retired after a 12-year tenure last April, and was succeeded by Commissioner Thompson, former Mobile publisher, a change quickly was noted. He joined forces at once, it appeared to observers, with the Payne-Walker faction, neither of whom got along with Chairman McNinch. As a matter of fact, a feud erupted between Mr. McNinch and Payne that burst into public prints with curious regularity. But since Mr. Fly's appointment, the Payne reputation as the Commission's stormy petral has all but disappeared.

While Commissioner Walker has devoted his major attentions to telephone matters, carrying over from his chairmanship of the Telephone Division of the FCC, he nevertheless has been a staunch advocate of more stringent broadcast regulation, particularly in connection with major network operations.

The Thompson appointment, for Judge Sykes' unexpired term which ends next year, brought a change in FCC processes in that the majority favoring industry cooperation was lost. The Commission was split 3 to 3, with Chairman McNinch during most of that period absent because of illness. Then, with Chairman Fly's appointment last fall, regarded as a merit rather than a political selection, new policy views began to take shape. These now have crystallized to the point where it is apparent to observers that rough days are ahead.

ORIGINALLY planning a simple broadcast describing the antics of a groundhog looking for its shadow on Groundhog Day (Feb. 2), the special features division of WOR, Newark, discovered none of the New York parks had such an animal, and even had to broadcast appeals for a groundhog donation. At the last moment, Suzie of the Philadelphia Zoo was allowed to visit New York via airplane, and a second groundhog, Little Egypt, was obtained from a listener in Egypt, Mass. Suzie is shown emerging from her traveling kennel and searching for her shadow, while Dave Driscoll of the WOR special features division tells the story on MBS.

GEORGE WIEDEMANN BREWING Co., Newport, Ky., has placed spot announcement campaigns on WCKY, Cincinnati, and WMMN, Fairmont, W. Va., through Strauchen & McKim, Cincinnati.

1000—STREAMLINED—Watts

(Daytime)

WCAR

"In the Heart of the Motor Industry"

PONTIAC — — MICHIGAN

Church Campaign Approved by NAB

Miller Offers Cooperation in Drive for Tolerance

COOPERATION of the broadcasting industry in a nationwide campaign of the Federal Council of Churches of Christ in America to have local stations donate time to ministerial members "for the purpose of creating a better understanding between the various races and religious groups", has been pledged by NAB President Neville Miller.

In a letter Feb. 1 to all stations, Mr. Miller said there is no greater public service a station can render than to give its facilities to bring listeners closer together "in the bonds of understanding, based upon truth and fact." He called it one of the "root-principles of the American system of broadcasting."

The Council, representing 143,000 Protestant congregations in the United States, said the primary aim of its radio campaign is to lay essential facts before the public. It pointed out that clergymen in hundreds of cities are being asked by the Council to use local stations to lead the way in the campaign.

Approves Material

Mr. Miller advised broadcasters the Council was sending one of its local contacts to the station with the request that facilities be granted a local minister. The Council, he pointed out, is sponsoring a "constructive campaign of tolerance and understanding, lest the spread of intolerance by hate-mongers both at home and abroad, sweep over the country as it has elsewhere."

Pointing out that the NAB in examining the material had found it factual, impartial and contributing to "good" radio, Mr. Miller said it is material which men of good will in all faiths will welcome. He added it was vital that this message be "gotten across now".

Declaring the council had turned to radio to do this job, Mr. Miller said it felt that no other medium can reach the minds and hearts of men so effectively. "I feel sure that all stations will wish to take part in this important, worthwhile project. Its spokesmen will no doubt be outstanding clergymen in each city. Certainly there is no greater public service a station can render than to give its facilities to bring its listeners closer together in the bonds of understanding based on truth and fact."

Mr. Miller simultaneously extended his thanks to stations, networks, sponsors and artists who gave of their time and talent to foster the "March of Dimes" in celebration of President Roosevelt's birthday, as part of the infantile paralysis eradication campaign. He said American radio again was the backbone of the campaign. The results, he declared, are "more than a tribute to radio. They are a tribute to the responsive heart of the American people who have never yet failed to answer a radio call for neighborly help."

WCOP, Boston, has sold a daily five-minute program to Dawson's, new jewelry firm, featuring the novel Western Electric watch-testing mechanism, the "X-Ray Eye", which through amplification tells instantaneously what is the matter with a watch.

'Pot o' Gold' Action

(*Continued from page 11*)

gram. According to the report, Mead's *Fine Bread Mystery Woman* called at houses in the community to buy a loaf or part of a loaf of Mead's bread for $5. The Mystery Woman's movements were described in the program. Housewives not having the Fine Bread loaf did not receive the prize. Apparently this type of "game" differs from the *Pot 'o Gold* in that "consideration" may be involved, since the recipient of the award must have purchased a loaf of bread. In the case of the *Pot 'o Gold*, with its $1,000 award or $100 absentee prize, the winner is not required to purchase anything or even listen to the program. The award is forthcoming if the particular telephone selected is answered.

On the *Pot 'o Gold* program, it is understood upwards of 100 letters or communications have been received. Particularly active have been the cooperative theatres of Michigan, which dispatched to Washington their own emissary, Thomas McGuire, to complain about loss of attendance. Rep. Tenerowicz (D-Mich.) on Jan. 23 placed in the *Congressional Record* two letters he received protesting the program as causing a loss to theatre operators estimated to run over $1,000,000 per week.

Postal Ruling

Aside from complaints from theatrical and Congressional quarters, it is understood a number of stations have written the FCC expressing varying degrees of disfavor on prize offer programs but pointing out that for competitive reasons they are obliged to accept them if they do not contravene the statute.

Immediately following the FCC action, there were repercussions of allegations of program censorship, in violation of the law. In this connection, however, it was pointed out that the Commission has not taken action but simply referred the program questions to the Department of Justice, which has the responsibility of criminal prosecutions. Previously it had been reported that both the Department and the Post Office Department informally had ruled that the *Pot 'o Gold* in no wise technically violated the lottery statutes. A somewhat similar case—*Mu$ico*—was upheld Nov. 22 by the Federal District Court in Peoria [BROADCASTING Dec. 1].

In connection with *Pot o' Gold* it was learned the Post Office Department late last year advised the postmaster in St. Louis that newspapers carying advertising on this program could be accepted under second class rules. This was regarded as tantamount to a clean bill of health. Previous complaints filed with the Department of Justice on the Tums program had not been pursued, apparently on the theory that no violation was involved.

DONALD DAVIS, president of General Mills, and Allen Prescott, conductor of programs on NBC and WOR, Newark, will address the consumer conference Feb. 21 at the Hotel Pennsylvania, New York, under auspices of the Advertising Women of New York.

STOP FUSSING!
WE'LL GET OUR
PROGRAM
WHEREVER
WE GO

OUT of range of a particular radio station does not mean out of reach of a favorite program. No matter where radio listeners are, and no matter where the program originates, the radio program networks bring it to them.

Special telephone circuits and facilities have been so woven into network patterns that this country can enjoy the world's best radio programs.

And in Bell Telephone Laboratories the work goes on continuously to reach, through research, still higher levels of achievement in program transmission.

DISCUSSING plans for CBS' coverage of Des Moines' famed Drake Relays during a recent meeting in New York, this trio—(l to r) Jimmy Dolan, Ted Husing and Gardner Cowles Jr., head of The Cowles Stations and a trustee of Drake U—will be prominently identified with the event. Husing shifted his sports schedule from the Penn Relays to the Drake event, to be held April 26-27, following Cowles' visit to New York to arrange broadcast facilities for the University. Dolan, Husing's aide de camp, holds a picture of Michigan U's crack relay team, a 1940 Drake Relays entry that is expected to set a new four-man competition record, according to the experts.

CBS, NBC and MBS are planning special broadcasts in connection with the annual American Assn. of School Administrators' Convention to be held Feb. 25-29 in St. Louis.

Inquiry Begun by FCC On Complaints Involving WHN Racing Programs

THE FCC on Feb. 6 directed an investigation by its legal department of complaints of racetrack gambling broadcasts allegedly being carried by WHN, New York, registered by R. J. Beamish, public utility commissioner of Pennsylvania. In a letter to FCC Chairman Fly, Mr. Beamish stated that Pennsylvania is swamped by WHN's race broadcasts and charged that an interlocking gambling arrangement resulted from the station's coverage of the various tracks, with Bell telephone lines in Pennsylvania use in connection with WHN broadcasts for gambling purposes.

Alleging that WHN broadcasts are employed in the conduct of the business of the William Armstrong racetrack service from 1:15 p.m. to 7 p.m. every race day, Mr. Beamish stated that copies of *The Armstrong Scratch Sheet*, above the masthead, contained a pointed note directing attention to the "uninterrupted broadcast of all turf news" on WHN on race days. He inclosed with the letter the report of State public utility investigators and sent a copy of the complaint to Attorney General Jackson.

The FCC has made no statement concerning the complaint, pending ingestigation of the charges by the FCC legal department.

Simplified

"I CAN spell Philadelphia—KYW, Philadelphia," exclaimed a 4-year-old girl as she dashed from loudspeaker to greet her mother in the kitchen. Such is the "bright saying" published in the *Philadelphia Inquirer* Jan. 26 and submitted to the paper by Mrs. A. Devitt, Lost Creek, Pa.

CBS Tests Use of Title Before and After Music

IN LINE with the new policy recently started by WDRC, Hartford, of identifying musical selections after they are played on programs as well as before [BROADCASTING, Feb. 1], CBS has been testing the idea on sustaining programs only, with identification both before and after the selection is played. The policy is followed only for musical selections which have no identifying theme or lyrics on some 30 sustaining programs weekly, according to a plan worked out by Max Wylie, director of the CBS script division, and William B. Lewis, vice-president in charge of broadcasts. It is too early to tabulate results, CBS stated, but letters complaining that the listener did not hear the title of the selection have definitely lessened.

Also testing the policy is Paul Brenner, conductor of the *Music Hall* program, heard twice daily on WAAT, Jersey City, who states that his listeners can now hear the title of tunes they like after they are played rather than before.

Chesterfield Adds WOR

LIGGETT & MYERS TOBACCO Co., New York, to expand the listening audience for the Chesterfield program featuring Glenn Miller's orchestra, on Feb. 4 started the program on WOR, Newark, via transcription Sundays and Mondays, 9:15-9:30 p. m. The WOR presentations are repeats of the live Tuesday and Wednesday 10-10:15 p. m. broadcasts on CBS, which also carries the program Thursdays at the same time. Newell-Emmett Co., New York, handles the account.

Western Electric Offers All-Purpose Microphone

WESTERN ELECTRIC Co. is introducing a new all-purpose cardioid microphone, No. 639B, which the company says gives engineers the equivalent of six distinct instruments in one compact unit. The "multimike" can be switched to function as non-directional, bi-directional, cardioid directional or for any of three degrees of "hyper-cardioid" operation, according to WE, with a rotary switch control that permits the engineer to aim the double dead area that characterizes the hyper-cardioid pattern at points of echoes or other disturbing sources.

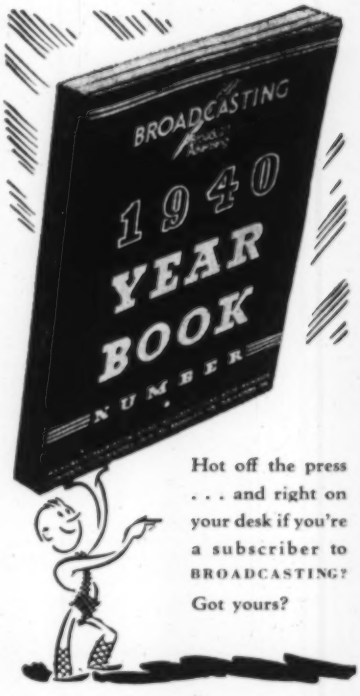
In this way the mike can compensate for faulty acoustics in auditoriums and other pickup points. Unit is of the dynamic-velocity type, with a range of from 40 to 10,000 cycles per second, and stands 7½ inches high, weighing 3 pounds and 4 ounces.

ANOTHER major international shortwave transmitter goes on the air between March 15 and April 1 when the new WLWO, companion to Crosley's WLW, Cincinnati, is completed as a 50 kw. outlet using six different frequencies. The station formerly was known as W8XAL and first started operating in 1924 as one of the country's pioneer international stations. At work on transmitter installation are (left) R. J. Rockwell, Crosley station's technical supervisor, and Willard Moore, chief draftsman.

Finch Is Granted Patent For Colored Facsimile

PATENT has been awarded W. G. H. Finch, president of Finch Telecommunications Inc., New York, for a process of sending fine-detail color pictures over ordinary telephone wires. Freedom from streak and scanning lines, fine detail and ease of enlargement are claimed for the process. The patent is second in a series of color picture grants.

The color picture to be transmitted is mounted on a transmitter drum and scanned in a manner similar to black-white scanning, with color filters automatically and successively interposed between the scanning beam and photoelectric cell to produce directly the electrical equivalent of the primary color separation prints. Successive line-by-line scanning through light filters results in required color separation prints at the receiver.



Hot off the press . . . and right on your desk if you're a subscriber to BROADCASTING? Got yours?

WORCESTER COUNTY—

OF MASSACHUSETTS

WTAG
WORCESTER
MASS.

Clear across the state — from the New Hampshire line on the north to the Connecticut-Rhode Island line on the south stretches Worcester County — a stable market of 400 diversified industries, represented by 1083 manufacturing plants. This area — and beyond — is the great WTAG primary market, the heart of New England's population.

Three quarters of a million listener-buyers keep tuned to WTAG, the only station to provide primary service to this important area.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Daytime Listening Will Be Surveyed

WNRC Plans National Study Of the Feminine Audience

A SURVEY of daytime listening habits of American women to determine what programs women listen to and why, and whether the present daytime radio fare actually entertains home women and shut-ins is being launched by the Women's National Radio Committee.

The survey was prompted by protests of listening groups throughout the country, said Mrs. Samuel Kubsie, chairman of the daytime program committee, in announcing the project. "Members of our listening groups have complained at the monotony of being obliged either to listen to one talkie or serial after another or else to turn off the radio altogether. They claim that many of the daytime programs are an affront to the intelligence of the home-woman who has a wide range of interests."

Not an Attack

"While these complaints have prompted the survey," Mrs. Kubsie continued, "we are starting it without any preconceived prejudices. The women who have written to us may represent a minority of the daytime audience. On the other hand, however, although a volume of fan-mail has in all probability been responsible for the continuance of some of these programs which have been on the air for several years, does writing in for leaflets or information and premiums really constitute approval of the program itself? That is what we want to find out."

At WNRC headquarters in New York it was stated the findings of the survey will be made available to broadcasters and sponsors for their guidance in planning future programs. Emphasizing the point that the survey was aimed at collecting information and not at attacking radio, the spokesman said the questions were being carefully phrased to avoid suggesting to the woman answering that any specific answer was expected, but to leave her free to put down her honest opinion of what she hears. If the findings are that a large number of women dislike the love serials, it was said, then the broadcasters will be asked to do something about giving them a more varied daytime radio diet. If on the other hand most women are found to enjoy the daytime serials and not to want any change, then the WNRC will focus its efforts, not on broadcasters, but on an educational campaign to raise the listening standards of the average American woman.

Night School

IN STUDIO E every Monday evening, 11 engineers of WMT, Cedar Rapids, gather around a blackboard to discuss technical problems ranging from frequency modulation to facsimile. The roundtables are directed by George P. Hixenbaugh, a onetime marine operator and radio instructor. Engineers thus keep abreast of progress in their art.

TO HUMANIZE banks and explain their functions for the man on the street, a new series of weekly educational talks started Feb. 7 on KYW, Philadelphia, under auspices of the educational department of the Institute of Banking and the Pennsylvania Bankers Assn. Presidents of four big Philadelphia banks speak on the four programs. Here Livingston E. Jones (left), president of the First National Bank of Philadelphia, who was guest speaker on the opening program, receives the congratulatory grip from Leslie W. Joy, KYW general manager, at the conclusion of his broadcast.

MUSIC AND NEWS
At Any Hour Made Available By WHK, WCLE

ANSWERING protests against serial domination of daytime broadcast hours, WHK and WCLE, Cleveland, on Feb. 1 instituted a new system of cooperative 12-hour programming making available music or news at any time of day, from sign-on to 6 p.m., according to H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of the stations. Now in its first stage, the plan already offers listeners more than 96 hours per week of daytime music and news on the two stations, Mr. Carpenter pointed out.

WCLE, on the air until 6 p.m. daily, carries the heavier musical schedule. WHK signs off at 1 a.m., and its evening schedule, from 6 p.m. on, includes over 30 hours of music and news in an average week, an aggregate of more than 126 hours of musical and news programs weekly on the stations. With 383 music-news programs, either sponsored or sustaining, on the stations each week out of a total of 660 programs of all types, the music-news type now is dominant and accounts for 58% of time.

WBNX
5000 WATTS
NEW YORK
The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH
WBNX's new design antenna concentrates its allotted power where 6,982,635 foreign citizens reside — influencing their listening and buying habits.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE
WBNX NEW YORK
5000 Watts Days—1000 Watts Nights

BRITISH STATION HAS SPONSORS
Expeditionary Force in France Accepts Funds and Mentions Donors on Warfront Station

DESPITE the opposition of the British Broadcasting Corp. and despite the wartime restrictions on broadcasting, Radio International, operating from "somewhere in France", is on the air from 7 a.m. to 8 p.m. daily, with a schedule that includes sponsored as well as sustaining programs. Under the patronage of the British Expeditionary Force Wireless Entertainment Committee, headed by Field-Marshal Lord Birdwood, G.C.B., the station is dedicated to the entertainment of the British troops in France, and has titled itself "the station behind the lines". Manufacturers are permitted to contribute to this entertainment and the station is allowed to acknowledge these contributions, although no sales talk is allowed.

A letter written by one of the station's executives to E. P. H. James, advertising manager of NBC, reads in part: "As you will readily appreciate, the whole of our present proposition is, on the face of it, a non-commercial one and I am finding that my sales people are having quite a difficulty in being able to adapt their ideas to, shall I say, negotiating instead of selling. By this I mean that we are not handling the matter on a full commercial basis at all and virtually our moral license to operate is on a basis of contributions from manufacturers to entertain the troops, it being, of course, acknowledged that many people in this country will hear the program and will hear the manufacturer's name.

"We are setting up a production organization in Paris, as we anticipate that transport of discs, etc., to France is going to be very difficult in the near future."

FM BROADCASTERS has been incorporated as a Delaware corporation to foster F-M broadcasting. John Shepard 3d., Yankee Network, is president; John V. L. Hogan, WQXR, New York, vice-president, and Robert T. Bartley, Yankee Network, secretary.

NOW TRANSCRIBED FOR LOCAL, REGIONAL OR NATIONAL SPONSORSHIP

"My Daughter and I"

One of the few programs suitable for either one, two, three or five times weekly presentation. Features Jean Ashley, psychiatrist, who analyzes the problems of mothers and daughters, and suggests a solution after the dramatization. Sure-fire—powerful—loaded with human interest. Quarter-hour episodes.

RADIO DAILY - *Program Reviews and Comments*

"My Daughter and I"

There are large elements of human interest and sympathetic angles in this WHN sustainer, heard Friday, 12:30-12:45 p.m. which should aid in building a following. After an announcement about the problems that often occur between mother and daughters, and of the program's attempt to reconcile such differences, a "typical problem" of mother-in-law interference was presented. The solution was also offered, bringing the curtain down on a happy finale.

There's also a slice of the audience participation idea in the program, as listeners are invited to present their problems and are informed that theirs may be used, while other fans may be asked to help settle the differences. The production is suitable for sponsorship, particularly for a client looking for a daytime show somewhat off the beaten path, yet not freakish.

Write or Wire for Audition Samples and Prices

KASPER-GORDON, Incorporated

140 BOYLSTON STREET BOSTON, MASS.

Representatives in Principal Cities

In Canada: WALTER P. DOWNS, 2313 St. Catherine Street W., Montreal

Intercollegiate Network To Be Discussed During 'Brown Network' Session

PLANS for the nation's first Intercollegiate Broadcasting System, patterned after commercial networks, will be discussed by delegates from 50 colleges and universities expected at a conference sponsored by the "Brown Network" at Brown University, Providence, R. I., Feb. 17-18.

Student officers of the "Brown Network", a wired radio system linking all of the university's dormitories and fraternity houses, have invited radio-minded students and radio clubs at other colleges to attend the conference. The registration fee is $1.50, which will also cover overnight accommodations.

George Abraham '40, chairman of the "Brown Network", said the projected Intercollegiate Broadcasting System would link various types of college radio stations so programs could be relayed and interchanged among members. Advertising sponsors are being contacted.

Highlights of the conference program will be addresses by President Henry M. Wriston, of Brown; H. Linus Travers '27, vice-president of the Yankee Network; representatives of CBS, MBS and NBC, and representatives of Providence radio stations.

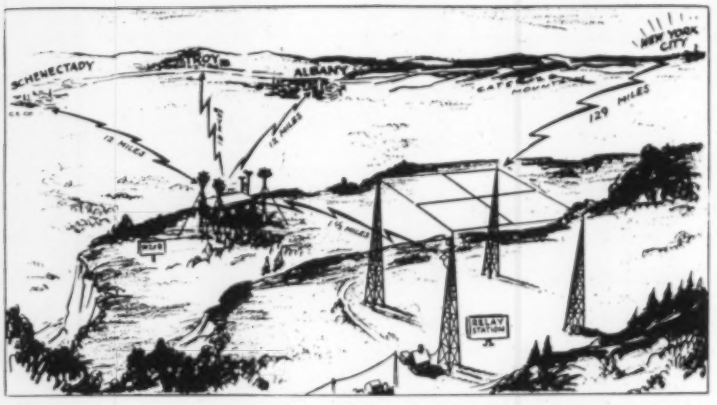
U. S. Television Urges Early Commercial Basis

WITH release of a letter to the FCC urging "immediate commercialization of television", United States Television Mfg. Corp., New York, has announced a new line of television receivers designed for "the high-inome class home which television must reach today". The newly-announced sets, including both a table model and a Sheraton mahogany console model, employ the DuMont 14-inch tube and feature direct vision, with five-channel tuning and three-chassis construction. Prices quoted are $395 for the table model $440 for console.

The Feb. 8 letter, signed by Hamilton Hoge, vice-president of the firm, thanked the FCC for the visit by FCC representatives during the television tour of Feb. 1-5, mercialization" stated that aland in urging "immediate comthough "RCA's system, or the RMA standards, may or may not be the best in sight, it is now on the air and it is very good, and we believe that RCA ought to have the help of commercial, or at least semi-commercial, television to improve present programs".

The DuMont opposition to RMA standards was termed "the monkey wrench in the television machinery", and the letter urged that DuMont build a full-power station to prove his points. Mr. Hoge also stated that in case of a drastic change in standards, the factor of obsolescence would be by no means insurmountable, since the chassis "could be called back to the factory and changed over to the new standards in one man-day's work at a cost of not more than $20 per set".

ENGINEERS at WBBM, Chicago, have completed an electrically-controlled "echo chamber" for reverberation effects for canyons, auditoriums, the sounds of voices, and action taking place in a cave. Frank Falknor, chief engineer, directed building operations. Urban Johnson, sound effects head, controls the device.



THIS artist's sketch of the General Electric television relay setup in the Helderberg Mountains illustrates how visual signals transmitted from New York are intercepted after an airline distance of 129 miles at the GE relay station, passed on 1½ miles to W2XB, new GE transmitter, and retransmitted from there to receivers in Schenectady and Albany, 12 miles away, and Troy, 18 miles distant. In addition to its relay function, W2XB also is used to transmit locally originated GE television programs.

FCC Defers Action on Television

(*Continued from page 36*)

several parties responded to the FCC request to file reports on their patent holdings and dispositions, along with licensing arrangements, and a breakdown of their individual expenditures in television development and experimentation.

RCA in a brief filed by Frank W. Wozencraft, who handled the presentation of RCA-NBC testimony at the hearing, argued squarely for limited commercial television operation, emphasizing that "there must be a starting point" and that "television has gone as far as it can go without the sponsorship of programs". Denying that any patent issue was involved in the hearing, RCA continued that the RMA standards represent the best collective judgment of the industry and they are the only standards presented to the FCC upon which visual broadcasting can go forward now. "The important thing is that television be permitted to go ahead," RCA stated. "It should not be required to stand still while the laggards in the industry catch up with the leaders."

Without limited commercialization, RCA will not engage in the large-scale manufacture of television receiving sets, it concluded. But if commercial operation is permitted, RCA said it would begin the construction of television relay facilities "between New York and one or two other cities".

CBS Offers Three Plans

In its brief, filed by Counsel Paul A. Porter, CBS dealt broadly with service considerations, recommending that the FCC give effect to one of the three proposals outlined during the CBS appearance by Paul W. Kesten, CBS vice-president in charge of television development. These proposals included fixing the standards for a 10-year period and telling people they are fixed and that they can count on any set they buy; or, not fixing the standards and telling people they are not fixed and that they cannot count on any set they buy, or, between these plans, fixing such flexible standards that neither public investment nor broadcasting investment will be jeopardized by change, according to the brief.

Philco in a brief filed by Louis G. Caldwell reaffirmed its objection to any immediate arbitrary definition of standards and pointed out the advisability of allowing from six months to a year for bringing in pending developments. Specifically, Philco, excepted to the rules contemplating immediate limited commercialization of television; the rules and Television Committee's recommendation involving immediate fixation of standards, as distinguished from waiting for six months or a year for a restatement of standards by the industry in the light of present knowledge and results of current experimentation; and the allocations plan set out in the committee report and the committee's recommendation that that table be utilized as a guide for allocating television stations.

Du Mont's Position

Pointing to what it termed RCA's domination of RMA and the proposed RMA standards, along with its superior patent position, the DuMont brief, filed by Counsel William A. Roberts, recommended that the FCC "after the presentation of practicable demonstrations of the theories of DuMont" adopt flexible standards, in particular setting no limitation upon frames or lines beyond a minimum of 15 frames per second and a maximum of 800 lines per frame, but fixing as standard "a synchronized pulse substantially similar to that presented by DuMont, readily adaptable to the use of flexible driven circuits and not so completely hidden in a forest of patents as to be lost from fair and reasonable competition."

In memorandum Robert Robins, president of Cath-Ray Electronic Laboratories, called attention to the public service features of an expanding television operation, declaring, "A denial of this wholesome public service merely because private interests deem it commercially inexpedient at this stage might well develop widespread and vociferous protest from the public itself."

Metropolitan Television Inc., in a brief filed by Andrew G. Haley and W. Theodore Pierson, Washington attorneys, excepted to Rule 474 (d) and the proposed allocation table "so far as they allocate only three channels to the New York metropolitan district". Such limitation was termed "unfair, inefficient and inequitable in fact and in law", and the brief stated that the allocation scheme would prevent the development of television in New York.

Letters also were received from Farnsworth Television & Radio Corp. outlining that company's patent holdings and licensing arrangements, along with another from R. J. Rockwell, technical supervisor of WLW, Cincinnati, stating that that station held no television patents.

Equipment

COLLINS Radio Co., Cedar Rapids, Ia., reports the sale of 300-F 250-watt transmitters to the new WFTM, Fort Myers, Fla.; WBAB, Atlantic City; KWAT, Watertown, S. D.; WLPM, Suffolk, Va. New 21-D transmitter, 1,000-5,000 watts, is being installed at KCMO, Kansas City. KGNO, Dodge City, Ia., is operating with a 20-H Collins 1000-watt transmitter, and WCOA, Pensacola, will soon be using a similar unit. Collins also reports contracts with Nevada Broadcasting Co., Las Vegas, Broadcasting Corp. of America, Riverside, Cal., and Kentucky Broadcasting Co., Louisville, for equipment subject to FCC approval of their applications.

RCA MFG Co., Camden, reports the sale of a 5-DX power amplifier unit to KWFT, Wichita Falls, Tex.; 250-K transmitter to WFIG, Sumter, S. C.; 250-K transmitter to WGTC, Greenville, N. C.; 250-K transmitter to WSLB, Ogdensburg, N. Y.—the latter three newly authorized stations—250-G transmitter to KYUM, Yuma, Ariz.; 100-EM modulator unit to WGPC, Albany, Ga.

DEVELOPMENT of a mobile radio antenna by National Park Service engineers, making possible long distance two-way communication from motorized Park Service field equipment, has been reported by Secretary of Interior Ickes. Previously two-way radio communication from the ordinary Park Service patrol car used in fire and snow surveys, has been limited to a few miles. With the new antenna, a development of the base loaded type, communication between points more than 100 miles apart has been attained, using frequencies between 2500 and 3500 kc.

THOUGH the war has practically halted new broadcast installations in Europe, Standard Telephones & Cables Ltd., associate in England of the I. T. & T. Co., reports that just before the outbreak it completed delivery to the BBC of the new 100 kw. station at Start Point and the new 20 kw. station at Clevedon, which replaced the station at Washford and the low power relay transmitters at Plymouth and Bournmouth.

A TECHNICAL paper on the Finch Facsimile System, as presented before the Washington Section of the IRE in December, has been published by the IRE and reprints are available from Finch Telecommunications Inc., New York. Authors are William S. Halstead and James A. Craig, engineers associated with W. G. H. Finch, the inventor.

CFOS, Owen Sound, Ont., authorized for 100 watts on 1370 kc., has begun construction. Northern Electric Co., Toronto, Canadian subsidiary of Western Electric, is installing the complete transmitter and studio equipment.

KTUL, Tulso, Okla., has added a novachord to its studio musical equipment.

Closed Shop Provisions To Feature Artist Pact

CONTRACTS covering wages and conditions of employment for artists appearing before the television cameras will shortly be presented to the networks, with a closed shop provision as a fundamental part of each contract. Speaking for the artists will be a committee made up of one member chosen by Actors' Equity Assn., one by the American Federation of Radio Artists, one by the Screen Actors' Guild, one by Chorus Equity Assn., and a fifth to be chosen by the other four.

Decision to place jurisdiction over the television field in the hands of this joint committee, temporarily at least, is embodied in an agreement signed early this month by representatives of Equity, AFRA and SAG, which calls for the immediate formation of this committee, which will then prepare proposed agreements with employers. These tentative documents are to be submitted to the governing boards of the three unions, which are ordered to consider them at the first regular meeting following their receipt, so that no time shall be lost in commencing negotiations.

Each party to the inter-union agreement, which gives the committee "full power to handle the problems of performers in television relating to minimum wages, working conditions and other matters which may arise in connection with the employment of these performers in television," made it clear that in signing, it waived none of its asserted claims to sole jurisdiction over television performers.

While most of the terms of contracts to be negotiated are left to the committee, subject to the approval of the signing unions, the agreement states that non-members of the AAAA appearing in televised drama shall be required to join a branch of this parent talent union; that the life of any agreement signed with an employer shall not extend beyond the life of the committee, and that the committee respect any outstanding contracts with employers.

Television News Notes

New Television Book

WRITTEN in engineering language, a detailed survey of the technical aspects of visual broadcasting is contained in the new volume, *Television — The Electronics of Image Transmission*, written by Vladimir K. Zworykin and George A. Morton, television inventor and director and associate, respectively, of the electronic research laboratory of RCA Mfg. Co. [John Wiley & Sons, 646 p., $6]. Divided into four parts, the volume presents discussions of fundamental physical principles, principles of television, component elements of an electronic television system, and a description of the RCA-NBC television project.

* * *

Farnsworth Schedule

THE FARNSWORTH mobile television demonstration unit has been booked in New England cities until March 20. Starting Feb. 5 in the Jordon Marsh store, Boston, the unit's schedule includes Manchester, N. H., Feb. 12-13; Lowell, Mass., Feb. 15; Lawrence, Mass., Feb. 17; Portland, Me., Feb. 19-20; Boston (Noyes-Buick Co.), Feb. 22; New Haven, Feb. 27-28; Waterbury, Conn., March 1-2; Norwich, Conn., March 5; New Bedford, Mass., March 14-15; Worcester, March 18; Springfield, March 19. Since Jan. 7 the show has appeared at Philadelphia, Baltimore, Allentown and Hartford.

* * *

GE Gets Power Reduction

AUTHORIZED to use 10 kw. for visual and 3 kw. for aural broadcasting on the 60-80 mc. band, W1XA, General Electric Co.'s projected new television station at Bridgeport, Conn., on Feb. 7 was granted a reinstatement of its construction permit, which had expired Sept. 16, but at its request visual power was reduced to 175 watts and aural to 100 watts.

Urges Television Sponsorship

COMMERCIALIZATION of television is the impetus this new medium needs to get it started on the road to public acceptance, Harry R. Lubcke, television director of the Don Lee Broadcasting System, stated during his recent visit to New York. Speaking at a press luncheon arranged for him by Lester Gottlieb, publicity director of Mutual Broadcasting System with which the Don Lee network is affiliated, Mr. Lubcke said that commercialization would give television broadcasters money for better and more frequent programs, that these would stimulate the purchase of television receivers and that the enlarged audiences would encourage further sponsorship of programs which would finance more still better programs, resulting in a development of visual broadcasting that would parallel that of sound broadcasting.

* * *

NBC Asks More Data

WITH the information to be used primarily in planning future programs, NBC has sent a business reply card to television set owners in the New York area along with a request to fill in appropriate blanks with make of receiver, date of purchase and, particularly, size of screen and the average number of people making use of the set. Sent out over the signature of Alfred H. Morton, NBC vice-president in charge of television, the accompanying letter emphasizes the importance of the program producers' knowing the average size "stage" in handling television programs.

* * *

Brighter Eyes

METHOD of increasing the keenness of television "eyes" and improving their response to colors has been patented by the electrical research laboratories of Illinois U. To increase response to light and give more accurate translation of colors, a light-sensitive potassium surface of the photoelectric cell is bombarded with atomic hydrogen and electrons in a high vacuum. The method is claimed to increase light-sensitivity 10 to 50 times. The new development, made under direction of Prof. Joseph T. Tykociner, known as the father of the sound-on-film for movies, is claimed to have important application to astronomy and moving pictures as well as television.

* * *

Television and Junior League

TELEVISION was the feature of the mid-winter board meeting of the asscoiations of the Junior Leagues of America on Feb. 15, with NBC's station W2XBS presenting Helen W. Leovy, president of the association, and Helen Findlay, secretary of the association's art department, giving a report of the survey on community art programs currently being conducted by the 148 Junior Leagues in America, Canada and Mexico.

LOWELL THOMAS, NBC news commentator and honorary chairman of the American Olympic Bobsled Committee, is offering two silver cups as trophies for the international bobsled races to be held in February on Mt. Van Hovenburg, Olympic run at Lake Placid, New York.

Screen Writers Termed Better for Video Scripts

SCREEN writers are better equipped for television than those who write for present day radio, according to Thomas Conrad Sawyer, production director of W6XAO, the Los Angeles television station operated by Don Lee. He so informed members of the Hollywood Television Artists & Writers Guild, in an address Feb. 1, declaring that screen writers can visualize a continuous stream of action and can be brief. He implied that radio script writers must acquire those qualifications before applying themselves successfully to television.

Television Artists & Writers Guild has filed incorporation papers with the California Secretary of State in Sacramento. Listed as directors are George H. Seward, president of the Hollywood Television Society; Howard E. Hill, Los Angeles; and Jack Morris Jr., Culver City, Cal. Purpose of the new guild is to operate for mutual benefit of its members in aiding contractual relations with television studios and producers. Seward also recently organized the Television Engineers of America, for educational and social purposes. Incorporation papers have been filed for this organization.

CAPT. L. F. PLUGGE, pioneer in the field of placing commercial programs on European stations and former head of a London production firm, who is a member of Parliament, has been named chairman of the Parliamentary and Scientific Committee of the House of Commons.

(FACTS ABOUT BALTIMORE)

Here's a break-down of the MILLION PEOPLE *in the Baltimore market--*

What kind of people is just as important as *how many people* in determining the value of a market. Baltimore is predominantly *"native-white."* It's significant, too, that only 5.1% of the entire population are over 65 years old!

Native white	73.0%
Foreign born white	9.2%
Negro	17.7%
Others	0.1%

—and 94.9% of the population are under 65!!

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

WIBC
INDIANAPOLIS

"INDIANA'S FRIENDLY STATION"

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

Howard Wilson Co.
Nat. Reps.

•

WIBC
INDIANAPOLIS
1000 Watts -- 1050 kc.

Senate Votes Funds for FCC; Other Legislation Is Inactive

Cut of $40,000 in Appropriation Bill Is Made; Administrative Appeal Measure Is Speeded

By LEWIE V. GILPIN

ASIDE from passage of the Independent Offices Appropriation Bill by the Senate on Feb. 8, with FCC funds cut to $2,076,340, a reduction of $40,000 from the total amount previously voted by the House, federal legislation affecting radio remains static. Several pending proposals are slated for early action, among them a companion measure to the Logan bill (S-915) for reorganizing administrative court procedure and the Johnson bill (S-517) to prohibit the advertising of alcoholic beverages by radio.

The House Rules Committee early in February granted right of way to the measure (HR-6324) introduced by Rep. Walter (D-Pa.) as a companion bill to S-915, designed to provide individuals with broadened appeal opportunities from decisions of Federal boards and agencies, including the FCC and similar agencies in its general terms.

House Debate Slated

In effect curbing the power of these agencies, the Walter bill is scheduled to be considered in the House, probably within a week or two, before its counterpart is brought before the Senate again by Sen. King (D-Utah), who has handled the measure since the death of Sen. Logan (D-Ky.), original sponsor. The Senate previously passed the Logan bill during the last session, but it was tabled for reconsideration at the request of Sen. Minton (D-Ind.) and other administration supporters.

Critics of the legislation have contended it would open a path to endless delay in carrying out the decisions of administrative agencies and would paralyze administrative authority. However, in recommending passage of the bill, the House Judiciary Committee declared:

"The law must provide that the governors shall be governed and the regulators shall be regulated, if our present form of government is to endure. It has been complained that by providing opportunities for appeal within the administrative agencies and for judicial review of the final administrative decision, opportunities are afforded for delay. Of course, any procedure for hearings affords an opportunity for delay. No one questions that an autocrat, if benevolent, may not be the most effective administrator, but the United States Government is not founded on autocracy."

Sen. Johnson (D-Col.) expects to secure action on his new anti-liquor advertising bill as soon as the Senate majority leadership gives the word. The present bill, even more drastic than the first, would effectively prohibit alcoholic beverage advertising on the radio by providing that stations accepting such advertising, and the advertiser as well, summarily lose their respective FCC and Federal Alcohol Administration licenses [BROADCASTING, Feb. 1]. The new measure—offered as a substitute for the earlier bill which drew considerable attention but no action at the last regular session—need not be recommitted for further committee consideration, according to Sen. Johnson, and is eligible for immediate consideration.

The copyright measure (S-3043) introduced early in the session by Sen. Thomas (D-Utah) remains inactive, pending the return of Chairman Bone, of the Senate Patents Committee. Upon Sen. Bone's arrival, following his recovery from an injury received last fall, it is expected the Patents Committee will hold hearings on the Thomas proposal at which both proponents and opponents of the legislation will be heard.

Census Criticism

Some Congressional controversy was evident over the $8,000,000 appropriation for the Housing Census authorized last session and now before the House Appropriation Committee. At subcommittee hearings and on the floor of the House and the Senate opposition to the appropriation has come from members taking issue with the Census questions concerned particularly with mortgage debt and rates of payments.

The House subcommittee has finished its hearings on the Housing Census portion of the First Deficiency Bill, but the full committee has not yet made its report. The radio question contained in the Housing Census is not known to have received any criticism in Congressional circles, but it is indirectly affected insofar as the appropriation is concerned.

The FCC appropriation for the 1941 fiscal year was cut from $2,116,340 to $2,076,340 by the Senate in agreeing to the amendment offered by the Senate Appropriations Committee. Previously the House had included all the funds asked by the FCC that were approved by the Budget Bureau, except an item of $8,660 for additional personnel to carry on the work of the Interdepartment Radio Advisory Committee. The conference report on the Independent Offices supply bill is expected in the near future.

Chairman Fly, of the FCC, told BROADCASTING Feb. 8 that since the Commission's funds do not become available until July 1, 1940, the proposed staff expansions, including formation of a special investigating division, will not be instituted until that time.

CATHOLIC CHARITIES, New York, from Feb. 9 through March 8, is placing quarter-hour programs featuring Catholic choirs and religious speakers on five New York stations—WQXR WNYC WNEW WINS WOV—to promote its current drive for funds.

UP IN THE AIR 4,000 feet Art Linkletter conducts Roma Wine Co.'s *World's Fair Party* during a Don Lee broadcast late in January originating from a United Airlines plane in flight over San Francisco. Here Linkletter is interviewing Vivian Duncan, of the Duncan Sisters team, while Renzo Cesana (left), of Cesana & Associates, agency handling the account, and Carl Pierce (with earphones), producer of the program, give rapt attention. In the aisle the airplane hostess holds a Roma mannikin. During the program the Duncan Sisters sang a duet—Vivian from the plane and Rosetta in the studios of KFRC, San Francisco.

PLANE PROMOTION

Coast Sponsor Has Tieup With Airline

BROADCAST from 4,000 feet above the Golden Gate metropolitan area, *World's Fair Party*, sponsored by Roma Wine Co., originated Jan. 27 for California's Don Lee stations from a United Airlines passenger plane. In the plane for the novel half-hour program were Art Linkletter, m. c. of the broadcast; 10 California radio listeners, chosen for the trip through a contest; Roma and United Airlines officials; Carl W. Pierce, producer of the series; Renzo Vesana, of Cesana & Associates, agency handling the account, and a technical crew. Featured guest was Vivian Duncan, of the well-known Duncan Sisters vaudeville team.

Roma Wine Co. has sponsored *World's Fair Party* since the opening day of the Golden Gate Exposition a year ago, with the program originating regularly from the Wine Temple at the fair. When the Exposition closed the company continued the feature, with Linkletter each week visiting a different California city and conducted the program from there. On the individual programs the local wine distributor of the originating community was prominently mentioned in the script, and Roma attributes a substantial rise in goodwill and actual business to the program.

Short Shell Drive

SHELL UNION OIL Co., New York, from Feb. 4 through Feb. 10 sponsored two daily evening announcements, either station-break or time signals, on 40 stations, the same list used for a similar campaign Jan. 7-21. J. Walter Thompson Co., New York, is agency.

Appeal Foreseen In Labor Decision

Opera on Tour Ruling Called Threat to All Recordings

FURTHER appeal in the Opera on Tour case is practically certain, John Kadel, of Kadel, Shiels & Weiss, counsel for the opera company, told BROADCASTING Feb. 13. The 3-2 decision of the Appellate Division of the New York Supreme Court on Jan. 26 upheld the right of organized labor to block by legal and orderly means the introduction of any labor-saving device which might create unemployment.

Written by Justice Joseph M. Callahan, with Justices Alfred H. Townley and Edward S. Dore concurring, the decision reversed an order of Judge Kenneth P. O'Brien of the New York Supreme Court, which granted a permanent injunction to Opera On Tour that restrained Joseph N. Weber, president of the American Federation of Musicians, and George E. Browne, president of the International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the United States and Canada, from ordering stage hands not to work for the opera company because of its use of recorded music in place of an orchestra and chorus.

Drastic Ruling

Attorneys queried by BROADCASTING stated the ruling is highly questionable. They pointed out that on the basis of Justice Callahan's ruling organized labor could halt any mechanical invention or improvement in present machines which might increase the per-man production of any manufacturing plant and that its application to radio could result in the complete elimination of all recorded music. They also said that the ruling is in direct conflict with the views expressed by Assistant Attorney General Thurman Arnold in his recent interpretations of the position of unions under the Sherman Act.

The decision pointed out that the two unions had made an agreement designed to safeguard the musicians against the competition of recorded music in any place in which an orchestra might be hired.

"Such conduct on the defendants' part is justified," the court stated, "as a legitimate endeavor of labor, even though it results in some injury to the plaintiff." Continuing that this might be deemed an attempt to arrest progress, the court concluded that "we see no reason why it is not a legitimate object of workingmen to attempt by lawful means to limit such alleged 'progress' when it results in direct injury to them."

The dissenting opinion of Presiding Justice Francis Martin said that the union's position would stop any progress made posible by inventions if such progress should interfere with the employment of some persons, "even though it may afford employment and pleasure to thousands of other people."

SAMUEL E. GILL, formerly director of research of Crossley Inc., New York, and previously with the National Resources Board and the 20th Century Fox Fund, has formed his own research company at 52 Vanderbilt Ave., New York. The service, dealing principally with analytical phases of research, will be offered to advertisers and their agencies on a fee basis.

ASCAP Changes Operation Setup

Direct Branches Are Set Up In the Western Region

EFFECTIVE Feb. 15, American Society of Composers, Authors & Publishers will reorganize its plan of operations west of the Rockies, replacing the former set-up of offices operated by attorneys on a commission basis with a system of direct ASCAP branches, managed by employes of the Society. Under the general supervision of Richard J. Powers, who will maintain headquarters in Hollywood, the new arrangement calls for four branch offices: Denver, with Harry Bergkamp as manager; Portland, Ore., headed by Herman Kennan; San Francisco, managed by Harry A. Levinson, and Hollywood, with Murray Stravers in charge.

Samuel Roeder has been retained as western counsel, in charge of all legal activities in the Far West. While the legal set-up has not been completely worked out as yet, Frank Hickey, who formerly handled ASCAP affairs in Colorado, Wyoming and New Mexico, will remain in the Denver office as associate counsel, and Hugo Anderson of Salt Lake City will also stay with ASCAP as associate counsel.

Study About Ready

ASCAP's radio committee, which for six months has been making an exhaustive study of the Society's relations with radio, has completed this task and will submit its findings to the board at its next meeting, it is reported. The committee is expected to make an extended report that will include a number of suggestions for changes to be made in the ASCAP license form before the new licenses are submitted to the broadcasters to become effective following the expiration of the present ones on Dec. 31 of this year. Details of the report are being kept in strict secrecy pending its submission to the board.

Appointed purely as an investigating body for the information of the board, and with no authority to deal with broadcasters, the committee consists of: Walter Fischer, chairman; Irving Caesar, Oscar Hammerstein 3d and Herman Starr, with Gene Buck, John G. Paine, E. C. Mills, Charles Schwartz, Herman Greenberg and George Hoffman, ASCAP officials, as ex-officio members.

ASCAP Wins Case

ASCAP recently won its first case in the New York area involving phonograph records, when the Golden Slipper Ballroom, charged with infringing on ASCAP-represented music, was found guilty by Judge Francis Clancy in the New York Federal Court. The defendants argued that not only is a dance hall not a place of entertainment but that the reproduction of dance music from phonograph records does not come within the purview of the performance for profit provision of the copyright law. ASCAP, however, was awarded the full statutory penalty of $500 for two violations, $100 attorney fees and $33 costs.

LATE *Personal* NOTES

BILL STUART, Young & Rubicam Hollywood producer on the CBS *Lum & Abner* program, sponsored by General Foods Corp., will transfer to New York when the serial is discontinued the end of March.

CHARLES H. McDOUGALL, former art director of BBDO, Chicago, and more recently of McDougall & Weiss, Chicago, has rejoined BBDO in an executive capacity.

EARL J. GLADE Jr., director of news broadcasts of KSL, Salt Lake City, is the father of a baby boy born Feb. 7, his third child.

GORDON SHAW, announcer at WLW, Cincinnati, is the father of an eight-pound baby boy born recently.

GEORGE GUNN, announcer of WRC-WMAL, Washington, has been using crutches since injuring cartillage in his knee in a studio accident.

ROGER K. HUSTON, in charge of national spot sales at KNX, Hollywood, has assumed radio sales duties formerly handled by George L. Moskovics, CBS Pacific Coast promotion director.

FINCH TELECOMMUNICATIONS Inc., manufacturer of facsimile and other communications equipment, has moved into its new three-story plant at Fourth & Virginia St., Passaic, N. J. The New York sales office remains at 1819 Broadway.

A WEEKLY magazine, *On the Air*, covering Washington, D. C., radio stations, has been started by Gordon Hittenmark, *Timekeeper* of WRC, Washington, who serves as editor. Offices are in the National Press Bldg. Copies of the magazine will be sent to *Timekeeper* listeners on Sunday mornings, starting about March 1.

WSPD, Toledo, participated in the Fifth Annual Sportsmen's Show held in the local Civic Auditorium, having a mobile unit in the exhibit which served as control room for remote pickups. Photos were displayed around the wall, along with the tubes and other equipment. Guest pins were presented youngsters.

MRS. A. A. PHILLIPS, 80, mother-in-law of G. E. Halley, national sales director of KMBC, Kansas City, died on Feb. 2. Her home was in Kansas City.

RECORDINGS of speeches and interviews are collected by Frank Pellegrin, general sales manager of Central States Broadcasting System, dubbing them off recordings in the KOIL library. Pellegrin's hobby has provided entertainment at parties. He now has voices of 78 prominent persons in his collection.

W5XAU, ultra-high frequency experimental station owned by Oklahoma Publishing Co., Oklahoma City, on Jan. 29 began broadcasting on its new frequency, 26,125 kc. The station broadcasts daily from 8 a.m. to 10 p.m., carrying both local WKY and NBC programs. W5XAU has Paul Sutton, pianist and singer, as an exclusive feature, and other special shows are planned. Schedules are carried daily in the *Daily Oklahoman* and *Times*.

MEMBERS of the client service staff of WHB, Kansas City, were hosts Feb. 9 at a dinner for account executives of Ferry-Hanly Co. The affair was held in honor of M. H. (Mouse) Straight, formerly WHB sales manager, who has joined Ferry-Hanly as copy writer. Mr. Straight served as client service manager of WHB for seven years. Among those who attended were Marshall Giesecke, Ferry-Hany account executive; Les Combs, WHB continuity writer; Frank Barhydt, WHB client service manager; Ed Dennis, WHB salesman; Quentin Brewer, Ferry-Hanly account executive; Fowler Barker, Chicago, secretary of Air Transport Assn.; Al Stine, WHB salesman; Don Davis, WHB president; John Schilling, WHB general manager; C. C. Tucker, Ferry-Hanly account executive; Ernie Whitney, WHB sports editor; F. C. Nutter, WHB salesman; Bert Bidwell, WHB salesman; John Wahlstedt, WHB salesman; Laurence Staples, Ferry-Hanly account executive.

MORSE ELY, of Russel M. Seeds Co., Chicago, and Sylvia Dowling, freelance, have joined Wm. Esty & Co., New York, as script writers.

CKCL, Toronto, is the first of the Canadian 100-watt stations to receive permission to increase power to 1,000 watts under the Havana Treaty. The station is now authorized by the Department of Transport, Ottawa, to use 1,000 watts on 580 kc., providing technical difficulties can be straightened out. CKCL is installing new Canadian Marconi transmitting equipment, but no date has been set as yet for the shift to higher power.

Arbitrators Considering Status of Chicago Scale

WHETHER the setting of wages and conditions for talent employed by Chicago broadcasters is a subject for arbitration or for negotiation, source of disagreement between the American Federation of Radio Artists and the networks, is now being pondered by American Arbitration Assn. judges, with a decision expected within the week. Arguments of networks and union were presented last week to the three judges: Dr. Wesley A. Sturges, executive director of the Distilled Spirits Institute, chosen by AFRA; the Hon. George Z. Medalie, former New York district attorney, chosen by NBC and CBS, and Prof. Nathan Isaacs of the Harvard Graduate School of Business Administration, chosen by the other two judges.

Failure of Chicago broadcasters, artists and advertisers to set a local scale within a year following the signing of the national code of fair practice led AFRA to submit the question to the AAA for arbitration, with the networks promptly filing with the AAA a request that this body first decide whether the matter is one for arbitration [BROADCASTING, Feb. 1].

ELEMENTS, and plenty of them, were braved by KMBC executives when they broke ground for the new 544-foot tower on Feb. 2. In the absence of President Arthur B. Church, Karl Koerper, (right), vice-president of the Kansas City station, turned over the first spadeful. The new Blaw-Knox tower, says KMBC, will be the tallest structure in Kansas or Missouri. It will be phased with the present antenna to provide a directional signal. Watching Mr. Koerper are Neal Keehn, (kneeling), special events director, and A. R. Moler, technical supervisor. With completion of the tower KMBC will bring its night power up to 5,000 watts.

Inquiry on ASCAP Case Ordered by Department

WHETHER the Department of Justice will revive its five-year-old anti-trust suit against ASCAP may be decided shortly, with the disclosure that Victor Waters, special assistant to the Attorney General, has been designated to make a study of the litigation for Assistant Attorney General Thurman Arnold. Mr. Waters has been in the Department since 1938 and was assigned the ASCAP case for study and recommendation following transfer of Robert M. Cooper from the Department to the FCC, where he is now assigned as principal attorney.

The anti-ASCAP case, seeking its dissolution as a monopoly operating in restraint of trade, has been pending in the Federal District Court in Southern New York since 1935. Senator Wheeler (D-Mont.) several times has asked the Department to pursue the litigation. It is presumed Mr. Waters' assignment was in connection with overtures from Congressional sources.

WMCA Record Credits

ALTHOUGH it has not taken out an RCA license covering the use on the air of Victor and Bluebird records, WMCA, New York, is broadcasting such records, "with proper credit, while negotiations are in progress," according to the station. RCA-Victor spokesmen declined to comment on the situation beyond stating that the station's use of their records without a license was being investigated.

J. B. WILLIAMS Co., Glastonbury, Conn., on Feb. 5 replaced the special delayed broadcast via transcription of the NBC *True or False* program on WTIC, Hartford, with five quarter-hour news periods weekly at 11 p.m. Agency is J. Walter Thompson Co., New York.

BROOKES & SONS Co., Chicago printing house, has established an advertising agency division under supervision of John S. Brookes. R. P. Benski is media director. Offices are at 801 S. Wells St., telephone, Harrison 9470.

FLASH!

Sun-Telegraph — Pittsburgh Newspaper Gives **$500 to $750** in Cash Each Week on a **Local Broadcast** over WCAE.

A NEWSPAPER AND RADIO COMBINATION THAT'S A WOW!

As Usual,
Because It's Unusual,
It's Produced By

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

Prison Award

WTCN, Minneapolis, received a special award in the form of an editorial tribute in *The Prison Mirror*, weekly newspaper published by inmates of the Minnesota State Prison, at Stillwater, for presenting a variety show in the prison auditorium Feb. 3. The stage show was produced through the joint efforts of Bob DeHaven, program director of WTCN, Twin City fight promoter, and Merle Potter, movie critic of the *Minneapolis Times-Tribune*, and featured both studio and outstate talent. The station broadcast the first 15 minutes of the program, during which Warden L. F. Utecht appeared on behalf of the prison inmates. Before the broadcast, which was transcribed, John Sherman, WTCN chief engineer, Jerry Ellison and DeHaven explained the transcription technique.

Fr. Paul James Francis

FATHER Paul James Francis, 77, founder of the Graymoor Monastery and Retreat at Garrison, New York, and Father General of the Society of the Atonement, which sponsored the weekly *Ave Maria Hour* on the Intercity Broadcasting System, died of a heart attack on Feb. 8. Father Paul died soon after appearing on the regular weekly program. The priest, ordained in the Roman Catholic Church in 1910, also founded the Home for the Homeless, known as St. Christopher's Inn, where homeless men are given free shelter.

Aids Troops

MAGAZINES, knitted scarfs and other comforts for troops are contributed in huge quantities by listeners to Mrs. H. M. Aitken, who broadcasts on CFRB, Toronto, for Lyman Agencies Ltd., handling drugs and cosmetics. One appeal for magazines brought a truckload within a few hours. Agency for the account is Ronalds Adv. Agency, Toronto.

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They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted Farm Station Announcer for Mid-west station. Advise ability by letter and transcription. If possible state lowest salary. Box A692, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Wanted: A good, experienced salesman, operator or program man with about $2,500 investment in a good Midwest station. Give full qualifications in first letter. Box A694, BROADCASTING.

Immediate opening for young, experienced announcer, capable handling controls. Must have southern voice. Send audition record and state salary expected. WSAV, Savannah, Georgia.

Salesman—young go-getter for local selling. Mid-western network station, thriving city 150,000. Experienced radio and agency executives in charge. Strong sales back-up. Commission and drawing account. Write details. Our staff has seen this. Box A697, BROADCASTING.

Continuity Writer—Position available immediately for man experienced in commercial, spot and program copy writing. State in letter if any experience as an announcer. Apply in detail Box A704, BROADCASTING.

Situations Wanted

Alert young man with variety of radio training desires work anywhere. Box A682, BROADCASTING.

Junior Announcer, 2 years radio poetry experience. Good voice. Go anywhere. Box A681, BROADCASTING.

Transradio Operator-Engineer: Experienced, licensed, young. Best references, education. Available immediately. Box A680, BROADCASTING.

Announcer, inexperienced, wishes to enter broadcasting. Reports and recommendations from local auditions. Box A687, BROADCASTING.

Sportscaster wants position with station handling play by play accounts, sports commentary. Box A703, BROADCASTING.

Announcer-News, programming and dramatic experience. Desire permanent situation. References. Recordings. Box A702, BROADCASTING.

Announcer: Network experience, young, college graduate, good voice, all sports, writes continuity, references, recordings, photograph. Go anywhere. Box A684, BROADCASTING.

Announcer-Accompanist—Desires opportunity in radio station. Prefers West. Experience. Plays well. Writes. References. Good voice. Box A698, BROADCASTING.

Employed Executive Manager—Age 36—experienced in continuity, programming and promotional sales work, desires sales or general management of a station where ability will bring advancement. Box A693, BROADCASTING.

Newsman-Publicist — Energetic, versatile young man. Seven years' newspaper experience. Desires change in field. Can write copy, create programs, handle news, publicity, promotion. Small salary. Box A691, BROADCASTING.

Situations Wanted (continued)

Mister New Station Owner: You need an able station executive. Network outlet. Program-Production head, wants to invest, with services in local station. Ten years' successful operation, all departments. Highest references. Box A701, BROADCASTING.

One of Mid-west's best known Program Director-Announcers desires better connection. Ideas that Gross $50,000 Year for local. Now employed. 8 years' experience. Age 29. Box A690, BROADCASTING.

Available March 1st. Radio time salesman with proven ability. Desire connection with station in middlewest or southwest. Best reference for "increased sales" with "low cancellations". Box A689, BROADCASTING.

Engineer: Now connected with network station desires change. Radio School graduate. First radiotelephone, second radiotelegraph license. Control room, transmitter experience. Box A686, BROADCASTING.

Engineer, seven years' experience on Western and RCA equipment, charge of complete new 5 KW installation, considerable control room experience including nine months' for network, go anywhere for permanent position. Box A688, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A683, BROADCASTING.

Radio Figure Kidnapped! Over three years ago by an advertising agency. Experienced, dependable, sober. Reared in a studio and weaned on mike juice for ten years, present diet causing atrophia. Ideal for station management. Eastern city preferred. Ransom: $5,750.00. Intermediary: Box A685, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau, Box 864, Denver, Colo.

Salesman: Radio Advertising; Age 29; Height 6 feet 2; Weight 170 lbs.; Education, Denver University. **Sales Experience:** Traveled the Middle West and West Coast States. Approach to prospects through study of prospect's business, the appeal of his product or service and the development of a radio sales campaign to fit his needs. Start with confidence in radio advertising and enthusiasm for it's sales producing power. Ready for hard, conscientious work. Desire small drawing account to cover expenses, and commission. Three to six months' trial requested to prove ability. Prefer station located in Middle West or Far West. Address Box A699, BROADCASTING.

Wanted to Buy

Wish to purchase control or 100% interest in local or regional station. Replies held confidential. Box A696, BROADCASTING.

Local or regional station—whole or part interest with services. Efficient Program-Production Executive, basic network station, willing to back twelve years' experience with his own hard cash. Full particulars will be held confidential. Box A700, BROADCASTING.

Radio AND Education

STERLING FISHER, CBS director of education, in cooperation with the NEA, has issued invitations to 48 commissioners of education and 48 permanent secretaries of State Teachers' Associations to participate in a national conference Feb. 24 at the Hotel Jefferson in St. Louis. Participants will be asked to consider a proposal to adopt the CBS *American School of the Air* broadcasts as part of regular classroom studies in every state, and will witness an actual People's Platform broadcast on CBS on "Equality of Educational Opportunity".

TWO lectures on radio will be included in the group of ten lecture-discussions titled "Publicity & Your Job", started Feb. 6 at the Rand Educational Institute, New York. On Feb. 27, June Hynd, NBC assistant director of women's and children's division, speaks on "Broadcasting Your Work from Coast to Coast," and on March 5, Leslie Evan Roberts, vice-president in charge of broadcasts of WMCA, New York, will discuss "Building Good-Will through your Local Station."

THE FIRST graduate student of Radio Speech at Iowa U to take up residence study of actual routine of a station and network in action, George E. Abernathy, has arrived at the WBBM-CBS studios in Chicago. His work, under supervision of department heads, will count as class credit in obtaining a Master of Arts degree. Abernathy has been assistant to Dr. Clay H. Harshbarger, in charge of dramatic production on WSUI, Iowa City.

WICA, Ashtabula, O., on Feb. 23 will turn its entire facilities over to a student group of the local Harvey High School which for one day will completely operate the station. Revenue received from the sale of special programs to local merchants by the students will be split with the school, the station giving the money to a student fund. Except for regularly scheduled commercial commitments, all programs from 7 a.m. to signoff at 6 p.m. will be written, produced, announced and operated by students under direction of a faculty committee.

PROMOTING the DuPont *Cavalcade of America* historical series, NBC recently assembled a group of prominent educators and showed them a broadcast of the program. Lectures, telecast and dinner were included in the program. Attending were (l to r): Front row, Lammont DuPont, president of E. I. DuPont de Nemours, the sponsor; Dr. James Rowland Angell, NBC educational counselor; Lenox R. Lohr, NBC president; J. W. Haycock, asst. supt. schools, Washington; James A. Nugent, supt. schools, Jersey City; second row, James F. Rockett, Commissioner of Education, Rhode Island; Arthur I. Gould, supt. schools, Boston; Walter F. Downey, Mass. Commissioner of Education; H. V. Holloway, Delaware supt. public instruction; Lester K. Ade, Penna. supt. public instruction; third row, Harold G. Campbell, supt. schools, N. Y. City; Gen. James G. Harbord, RCA chairman of board; Charles H. Elliott, N. J. commissioner education; Max J. Herzberg, principal, Weequahic High School, Newark; James L. Hanley, supt. schools, Providence; fourth row, Samuel M. Stouffer, supt. schools, Wilmington, Del.; Alexander J. Stoddard, supt. schools, Philadelphia; Herman Brown, N. Y. Board of Education; Ward C. Bowen, radio chief, N. Y. State schools; Irvin Stewart, director Committee on Scientific Aids to Learning; Alonzo G. Grace, Conn. comm. education; in rear (seated), Franklin Dunham, NBC educational director; Walter G. Preston Jr., asst. to v-p in charge of programs, NBC; John Marshall, Rockefeller Foundation; standing, Clay Morgan, NBC director public relations; Walter Koons, editor, *NBC Presents;* Blevins Davis, director of *Great Plays*, of NBC.

EXPERTS in economics, political science, international law, and finance merge their talents in a new educational series each Sunday on WIND, Gary, Ind. Titled *The Changing Scene*, the series is presented by DePaul U and produced in cooperation with the University Broadcasting Council under direction of Allen Miller. Employing a different technique from the usual roundtable type of broadcast, the program each week presents experts in various fields of activity who have been foremost in the news of the day. Each man acts as chairman of his particular discussion and submits to questioning by the other members of the cast. When the topic shifts to a different subject, another chairman takes over and the remaining members of the roundtable ply him with provocative questions.

EDUCATIONAL programs on WOWO-WGL, Fort Wayne, are described in weekly mimeographed releases posted on school and library bulletin boards in the community. Both commercial and educational programs are included.

KVOO, Tulsa, has started a new weekly half-hour education series direct from the campus of Oklahoma A. & M. College at Stillwater. The program, produced by J. B. Lake, includes music by college organizations, interviews, and on-the-spot surveys of college activities from laboratories, barns, experiment houses and the like.

PRESENTED in cooperation with the Texas State Department of Education, the five-weekly *Texas School of the Air* started Feb. 5 on stations of Texas State Network. Directed by John W. Gunstream, the program is broadcast through cooperation with Texas U, North Texas State Teachers College and Texas State College for Women.

WOMEN'S College of the U of North Carolina, which with its sister institution, the U of North Carolina, has been a standout against radio, this month started a series over WBIG, Greensboro, Thursdays at 5:15 p.m., carried from the Music Building of the college. Student musicians are honoring American composers as the beginning of the series.

CORNELL U Radio Guild, which regularly broadcasts over WESG, Elmira, and has also had shows on WGY, Schenectady, and WBEN, Buffalo, used the *Information Please* motif in presenting four Cornell girls in opposition to four co-eds from Wells College to dispute their respective charms.

WOPI, Bristol, Tenn., is represented on the teaching personnel of the Virginia Adult Education Project by Harry Hudson, continuity director, conductor of the school's forum; Robert Smith, chief engineer, instructor in electrical engineering; Fey Rogers, chief announcer and program director, teaching radio programming, dramatics and public speaking. Mr. Rogers' public speaking class has formed the *WOPI Players*, currently appearing in a weekly series of radio dramatizations.

SAN FRANCISCO Junior College has arranged with R. W. Dumm, KSFO sales promotion manager, to use the KSFO studios for twice-weekly laboratory experiments in radio technique.

DAVID SARNOFF, president of RCA, and Mayor LaGuardia of New York will be the guest speakers on the first program of a new vocational guidance series, titled *Diplomas & Jobs*, starting Feb. 19 on WNYC, New York municipal station, under the auspices of New York U. Mr. Sarnoff as chairman of the first program, and the mayor, a graduate of NYU in 1910, will discuss career opportunities in public service, while subsequent broadcasts will deal with careers in such fields as radio, music, medicine or merchandising. The *Careers in Radio* program is scheduled for April 15 with discussion by Neville Miller, president of the NAB, and Gabriel Heatter, radio commentator, NYU class of 1910.

FEATURING Judith Waller, educational director of the NBC central division in Chicago, and Joanne Taylor, fashion commentator of KMBC, Kansas City, a two-day conference on "Radio as a Profesion for Women" was held in mid-January at Stephens College, girl's school in Columbia, Mo. The conference was conducted by the college's Radio Workshop under direction of Dr. Sherman P. Lawton. As a feature a roundtable discussion was led by the two ladies and C. L. Thomas, manager of KFRU, Columbia.

WCKY, Cincinnati, has started a series dedicated to the nation's colleges. Scripts are prepared by college editors with Al Bland in charge. Campus music is included, and is transcribed for programs covering distant colleges.

If you're an advertising agency executive interested in radio, you'll find this edition tailor-made for you. With your subscription to BROADCASTING.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20%

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to *stop* waste permanently!

For Free Telegraph File-Analysis—With No Obligation to You—Wire Collect: *C. B. Allsopp, Postal Telegraph, 253 Broadway, New York City.*

WIRE COLLECT:

Postal Telegraph

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 31 TO FEBRUARY 13, INCLUSIVE

Decisions . . .

JANUARY 31

SET FOR HEARING—NEW, Miami Bcstg. Co., Miami, Fla., CP 1420 kc 250 w unl.; NEW, W. Va. Newspaper Pub. Co., Morgantown, CP 1200 kc 250 w unl. (corrected listings).

FEBRUARY 1

KUMA, Yuma, Ariz.—Denied auth. continue operation until new Yuma station is ready.

FEBRUARY 3

KGNO, Dodge City, Kan.—Granted license increase D to 1 kw.

FEBRUARY 6

MISCELLANEOUS—KVFD, Ft. Dodge, Ia., granted license new station 1370 kc 100-250 w spec.; KVCV, Redding, Cal., granted license increase to 250 w unl., 1200 kc; WFNC, Fayetteville, N. C., granted mod. CP extend completion to 5-20-40; WKIP, Poughkeepsie, N. Y., granted mod. CP new station re antenna, trans., studio sites, change trans.; WMJM, Cordele, Ga., granted mod. CP re antenna, equip., studio, trans. sites; WTAW, College Station, Tex., granted CP new antenna, move trans. to College Station, Tex.; W9XAZ, Milwaukee, granted mod. CP as mod. change equip. high-freq. station; KMPC, Beverly Hills, Cal., granted license increase to 1-5 kw unl., new trans., antenna, move trans. (use former KECA trans., antenna site); KXA, Seattle, grated mod. CP to 1 kw N & D, move trans., change equip., extend completion date; WICA, Ashtabula, O., granted license new trans., increase to 500 w on 940 kc, D only; KGNF, North Platte, Neb., granted CP change equip.; WAAB, Boston, on Commission's own motion extended date for filing proposed findings to 3-14-40.

FEBRUARY 7

NEW, Gov. E. D. Rivers, Valdosta, Ga.—Granted CP 1420 kc 100-250 w unl.

WMCA, New York—Granted CP move trans. to Kearney, N. J., new equip., change DA pattern, increase D to 5 kw.

WKNY, Kingston Bcstg. Corp., Ulster Twp., N. Y.—Granted CP change equip., increase to 250 w unl., 1500 kc.

W1XA, Bridgeport, Conn.—Granted reinstatement television CP to reduce power.

MISCELLANEOUS—WSUI, Iowa City, retired to closed files CP new trans. etc., granted 5-1-39 because of grant of 11-8-39; NEW, Gateway Bcstg. Co., Louisville, denied rehearing applic. new station, denied 11-30-39.

FEBRUARY 8

KSAM, Huntsville, Tex.; KAND, Corsicana, Tex.; KRBA, Lufkin, Tex.; KTBC, Austin, Tex.; KNET, Palestine, Tex.—Issued orders for revocation of licenses, effective 2-24-40 "because of applicants' failure to make full disclosure to the Commission concerning ownership, management, financing and control of stations. Applicants may request hearing within 15 days, in which case revocation orders will be stayed pending outcome of hearing."

FEBRUARY 9

MISCELLANEOUS—NEW, Martinsville Bcstg. Co., and NEW, Patrick Henry Bcstg. Co., Martinsville, Va., oral argument set for 3-7-40.

FEBRUARY 10

MISCELLANEOUS—WSLB, Ogdensburg, N. Y., granted mod. CP change equip., antenna, trans., studio sites; WCOA, Pensacola, Fla., granted CP new trans.

FEBRUARY 13

KTUC, Tuscon, Ariz.—Granted voluntary assignment license to Tuscon Bcstg. Co.

NEW, Lawrence J. Heller, Washington—Granted CP 1310 kc 250 w unl., with 50-watt synchronous amplifier.

NEW, Kingsport Bcstg. Co., Kingsport, Tenn.—Granted CP 1370 kc 250 w unl.

WRUL, Boston—Granted CP increase to 50 w.

KWEW, Hobbs, N. M.—Granted mod. license to 100 w unl.

WGES, Chicago—Granted transfer control by gift of 100 shares from T. H. Guyon to his sister Irene M. Cowen, thus transferring control to T. H. Guyon, H. J. Guyon, L. E. Moulds, Wm. F. Moss, G. T. Dyer, Irene M. Cowen.

KGKB, Tyler, Tex.—Issued order for revocation of license effective March 1, 1940, "because actual control has been in the hands of James G. Ulmer and the East Texas Bcstg. Co. has never failed with the Commission an application for transfer or assignment of its license, as required by law."

Applications . . .

FEBRUARY 1

KTOH, Lihue, T. H.—Mod. CP new station to 250 w N & D.

WMFJ, Daytona Beach, Fla.—License change equip., increase power.

WDGY, Minneapolis—CP directional N, increase to 5 kw unl.

KIRO, Seattle—CP change to 710 kc 10 kw unl., amended to directional antenna.

NEW, Greater N. Y. Bcstg. Corp., New York—CP F-M 1 kw unl.

NEW, Fort Industry Co., Toledo—CP F-M 250 w unl.

NEW, Jerome Raymond Popkin-Clurman, Philadelphia—2¼ CP F-M 1 kw unl.

WSUN, St. Petersburg—Vol. assignment license to City of St. Petersburg, Fla.

WFLA, Tampa—CP change directional antenna, increase to 5 kw N & D.

WFIG, Sumter, S. C.—Mod. CP new station re trans.

KFVD, Fort Dodge, Ia.—Mod. license move studio to Warden Bldg.

WMBD, Peoria, Ill.—CP directional N, increase to 5 kw N & D, change antenna.

W9XAO, Milwaukee—License high-freq. station.

WDAC, Madison, Wis.—Mod. license to University of Wisconsin.

WTSP, St. Petersburg, Fla.—Auth. transfer control to Nelson P. Poynter.

WCOA, Pensacola, Fla.—CP new trans.

KVFD, Fort Dodge, Ia.—License new station.

NEW, Peoria Bcstg. Co., Peoria, Ill.—CP high-freq. 1 kw unl.

KSUB, Cedar City, Utah—Voluntary assignment license to Southern Utah Bcstg. Co.

FEBRUARY 3

NEW, Evening News Assn., Detroit—CP F-M 1 kw unl.

NEW, American Bcstg. Corp. of Ken., Lexington—CP F-M 1 kw unl.

WMOB, Mobile, Ala.—Mod. license to 100-250 w unl.

WHUB, Cookeville, Tenn.—Vol. assignment CP to WHUB Inc.

WORD, Spartanburg, S. C.—Mod. CP to 1380 kc 1 kw N & D directional N.

WJJD, Chicago—CP F-M 250 w unl.

FEBRUARY 6

WBAB, Atlantic City—License new station, move studio to Convention Hall.

WFEA, Manchester, N. H.—CP new trans., increase to 5 kw N & D 1340 kc.

WAWZ, Zarepath, N. J.—CP change trans.

NEW, Ohio Bcstg. Co., Canton—CP F-M 1 kw.

WKBH, La Crosse, Wis.—CP move trans., new trans., directional N, increase to 5 kw.

KUSD, Vermillion, S. D.—CP new antenna, change to 660 kc Sh.-KFNF to D (contingent) KOWH getting 890 kc unl.).

KRNT, Des Moines—CP new trans., move trans. locally, directional N, increase to 5 kw D & N.

KSO, Des Moines—CP new trans., move trans., directional N, increase to 5 kw N & D.

KOWH, Omaha—CP new trans., directional N, increase to 5 kw, change to 890 kc unl., move trans., asks facilities KUSD, KFNF.

KALE, Portland, Ore.—CP directional N, increase to 5 kw N & D.

NEW, Marcus Loew Booking Agency, New York—CP F-M 1 kw unl.

WNBC, New Britain, Conn.—CP change equip., increase to 1-5 kw directional.

WEEI, Boston—License increase to 5 kw N & D, directional.

KROD, El Paso—CP change 1500 kc to 600 kc, increase to 500 w 1 kw D.

WMSL, Decatur, Ala.—License increase power, change hours, etc.

KGGM, Albuquerque, N. M.—CP new trans., change 1230 kc 1 kw to 600 kc 1-5 kw, move trans.

FEBRUARY 7

NEW, Herbert L. Wilson, Middletown, N. Y.—CP 1420 kc 250 w unl., amended to 1370 kc.

NEW, Mohawk Radio Inc., Schenectady—CP 1200 kc 250 w unl.

WTAR, Norfolk, Va.—CP change antenna, increase to 5 kw N & D.

WDBO, Orlando, Fla.—CP increase to 5 kw N & D.

KTSA, San Antonio—Mod. license to 5 kw N & D, asks III-A classification.

KBKR, Baker, Ore.—Mod. license to 250 w N & D.

KDYL, Salt Lake City—CP directional, increase to 5 kw N & D.

FEBRUARY 8

WSAM, Saginaw, Mich.—Mod. CP new station re antenna, trans., studio.

WJHP, Jacksonville, Fla.—Mod. CP new station re antenna, trans., studio.

WMC, Memphis—Mod. license to Memphis Pub. Co.

NEW, Amarillo Bcstg. Corp., Amarillo, Tex.—CP F-M station 1 kw unl.

WDGY, Minneapolis—CP new antenna, increase power unl. time, amended to 1100 kc 5 kw 10 kw D, change antenna, new trans., move trans.

KDAL, Duluth—CP new trans., antenna, change 1500 kc 100-250 w to 900 kc 1 kw, move trans.

WATW, Ashland, Wis.—Mod. CP new station re antenna, trans.

KTKC, Visalia, Cal.—CP change trans.

FEBRUARY 9

NEW, Doughty & Welch Electric Co., So. Somerset, Mass.—CP F-M 1 kw pnl.

NEW, W. A. Patterson, Chattanooga—CP F-M 1 kw unl.

NEW, Textile Bcstg. Co., Greenville, S. C.—CP 1500 kc 250 w unl.

KCMO, Kansas City—License new trans., increase to 1-5 kw.

KPQ, Wenatchee, Wash.—CP change trans., change 1500 kc 250 w to 1230 kc 500 w 1 kw D.

KVAN, Vancouver, Wash.—Transfer control to Walter L. Read.

KEEN, Seattle—Vol. assignment license to Evergreen Bcstg. Corp.

KWAL, Wallace, Id.—Mod. license to 250 w N & D.

NEW, Radio Service Corp., Salt Lake City—CP 250 w F-M.

NEW, Radio Service Corp., Antelope Island, Utah—CP 1 kw F-M.

FEBRUARY 13

NEW, Don LeRoy, Ketchikan, Alaska—CP 900 kc 1 kw unl., asks KGBU facilities.

WNBH, New Bedford, Mass.—Mod. CP new equip., etc., re antenna, trans. site.

WCMI, Ashland, Ky.—CP new antenna, move trans.

WMC, Memphis—CP increase to 5 kw N & D directional N.

KLUF, Galveston, Tex.—CP new trans.

NEW, Hunt Bcstg. Assn., Greenville, Texas—CP 940 kc 1 kw D, amended to 1200 kc 100 w unl.

WISE, Asheville, N. C.—Voluntary assignment license to Radio Station WISE Inc.

WWAE, Hammond, Ind.—Voluntary assignment license to O. E. Richardson and Fred L. Adair.

WLS, Chicago—CP F-M 1 kw.

KHSL, Chico, Cal.—License increase power.

KARM, Fresno, Cal.—Involuntary assignment license to Gilbert H. Jertberg, executor George Harm estate.

WTIC, Hartford, Conn.—Mod. license to 1040 kc unl., directional N.

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1500 kc 250 w unl., amended to 1440 kc.

NEW, Carl Sholtz, Ft. Pierce, Fla.—CP 940 kc 250 w unl.

WAPO, Chattanooga—Mod. CP increase power, change freq., etc., to 1-5 kw, new trans., move trans. to Pineville, Tenn.

NEW, WPTF Radio Co., Cary, N. C.—CP F-M 1 kw.

NEW, Tri-City Bcstg. Co., Davenport, Ia.—CP F-M 1 kw.

NEW, Central Bcstg. Co., Mitchellville, Ia.—CP F-M 1 kw.

KORN, Fremont, Neb.—Mod. license to 250 w N & D.

WJPF, Herrin, Ill.—Mod. CP new station for new trans., increase to 250 w N & D.

NEW, William H. Amesbury, Minneapolis—CP 630 kc 500 w unl., directional.

NEW, Symons Bcstg. Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl.

COLOSSAL was the Diamond Jubilee celebration held in San Francisco's Civic Auditorium Jan. 26 on occasion of the 75th anniversary of the founding of the *San Francisco Chronicle*. Arranged through cooperation of the paper and KPO-KGO, San Francisco, and plugged for weeks both on the air and in the printed columns, the event drew a capacity audience of 12,000, with a repeat presentation promised for February 28 for the benefit of other thousands who couldn't get in. The show presented music, drama and general entertainment furnished by the KPO-KGO staff and Bay Region artists exclusively. The big doings climaxed the cooperative newspaper-radio tieup started last fall through the efforts of A. E. Nelson, general manager of the NBC stations. and Paul Smith, general manager of the *San Francisco Chronicle*.

Time Signals

PERMISSION to rebroadcast U. S. Naval Observatory time signals hereafter will be considered on application to the FCC, rather than to the Navy Department, according to an announcement by the FCC Feb. 9. The Commission announced that requests may be made direct to it under Section 3.94 of the rules without being submitted to the Navy, provided appropriate representation is made with the request that conditions specified governing such rebroadcasts will be complied with in full. The request must be made for the full license term of the station when accompanying an application for renewal of license or for the balance of the unexpired license period when made after the license application has been granted.

Finance Series

MADISON PERSONAL LOAN Co., New York, on Feb. 5 started *Uncle Jonathan* and his mythical "Alfalfy Broadcasting Co." twice daily on WMCA, New York, with an extra half-hour on Sundays. *Uncle Jonathan*, who is really Orth Bell, satirizes the business of broadcasting in general and was heard sustaining on CBS throughout 1939. Klinger Adv. Agency, New York, handles the account.

Network Accounts

All time EST unless otherwise indicated.

New Business

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, Cal-Aspirin), on Feb. 5 started *Amanda of Honeymoon Hill* on 45 NBC-Blue stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BESTYETT FOODS Co., Fort Worth, on Feb. 7 started *Treasure Chest Program* on KGKO and Lone Star Chain, quarter-hour weekly. Agency: Ray K. Glenn, Dallas.

MRS. BAIRDS BAKERIES, Dallas, on Feb. 11 started *Go to Church Today* on Lone Star Chain, Sun. mornings for 52 weeks. Agency: Tracy-Locke-Dawson, Dallas.

NATIONAL LEAD Co., San Francisco (Dutch Boy paints), on Feb. 15 starts *Answer Auction* on 12 CBS Pacific stations, Thurs., 10:15-10:45 p.m. Agency: Erwin, Wasey & Co., San Francisco.

BENJAMIN MOORE & Co., New York (paints), on Feb. 24 starts *Betty Moore* on 43 NBC-Red stations, Sat., 10:30-10:45 a.m. Placed direct.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Feb. 24 starts *Luncheon at the Waldorf* on 44 NBC-Blue stations, Sat., 1:30-2 p.m. Agency: Wm. Esty & Co., N. Y.

NATIONAL DAIRY PRODUCTS, New York (Sealtest milk), on March 7 starts *Rudy Vallee Show* on 60 NBC-Red stations, Thurs., 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

Renewal Accounts

QUAKER OATS Co., Chicago (cereal), on April 1 renews Tommy Riggs *Quaker Party* program on 23 CBC stations, Mon., 8-8:30 p.m., from NBC-Red. Agency: Ruthrauff & Ryan, Chicago.

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), effective in April, renews for four weeks *It Happened in Hollywood* on 38 CBS stations, Mon-thru Fri., 5:30-5:45 p.m. Agency: BBDO, Minneapolis.

HEALTHAIDS Inc., Jersey City (Serutan), on Jan. 7 renewed for 52 weeks, *Serutan Newscast*, on 31 Don Lee network stations, Sun., 9-9:15 p.m. (PST). Agency: Austin & Spector, N. Y.

PETER C. GOLDMARK, CBS chief television engineer, and John N. Dyer, of the CBS television staff, on Feb. 14 spoke on "Quality in Television Pictures" at a New York meeting of Society of Motion Picture Engineers.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!

LOW TEMPERATURE

CO-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

New Network Schedule

NBC, which for the last five years has been issuing a comparative network schedule, is now publishing it in a new form which shows the three major network programs on one page which folds to pocket size. The schedule is revised and brought out twice monthly for distribution to agencies and clients to assist them in spotting their programs and locating open time. The new schedule format was prepared by George M. Burbach Jr. under the supervision of Ken R. Dyke, sales promotion director, and Edward R. Hitz, assistant to the sales vice-president.

Televising Stage Show

FIRST complete telecast of an entire Broadway production will be the televising on March 3 of Robert Henderson's production of "When We Are Married", now playing at the Lyceum Theatre, New York, on W2XBS, NBC television station. In announcing the television program, A. H. Morton, NBC vice-president in charge of television, said the J. B. Priestley comedy would be played before the NBC television cameras exactly as it is performed on the stage, with the single exception that the action will be compressed in space to fit the limitations of the television lens. The cast, which will be identical with the play, will receive one week's salary for the telecast, as approved by Actors Equity. The actors include Alison Skipworth, Estelle Winwood, J. C. Nugent, Tom Powers, Ann Andrews, Sally O'Neil and A. P. Kaye, several of whom have appeared before television cameras before.

LOWER COST

WINCHARGER

NEW GUYED

VERTICAL RADIATOR

A *new* and *improved* guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor. Low erection cost. Wincharger tower now used and endorsed by numerous commercial and government stations.

★

APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles, and paint:

200 FT. TOWER *$675.00

240 FT. TOWER *$1525.00

300 FT. TOWER *$2100.00

* F. O. B. Sioux City, Iowa, Less lighting and erection cost.

WRITE for Complete Details Including Stress Analysis on Towers

WINCHARGER CORPORATION

SIOUX CITY IOWA

YOUNGEST program manager of a clear-channel station, according to KVOO, Tulsa, is Eddie Coontz, 27, promoted to the post from chief announcer on resignation of Norvell Slater. Lou Kemper was promoted to chief announcer and Jimmy Todd, of Oklahoma City, joined the announcing staff.

WTOL to Basic Blue

WTOL, Toledo, effective Feb. 18 will become a supplementary outlet of the NBC Basic Blue Network, bringing the total of NBC affiliated stations to 183. WTOL is licensed to the Community Broadcasting Co., and operates fulltime on 250 watts, 1200 kc.

Forum for Women

KSL, Salt Lake City, has started a participating program for women, *The Food Forum*, in which five accounts share the 25 minutes air time and 45 minutes on-the-spot demonstration in the auditorium of the ZCMI Department Store. Conductor is Mrs. Clarissa Chapman. Music is provided by the KSL orchestra and soloists. Sponsors' products are worked into recipes by Mrs. Chapman, who continues her program after the broadcast is over. She answers audience questions and gives household hints. A basket of groceries is awarded by telephone. Participating sponsors are Arden Dairy, ZCMI food department, Mountain Fuel Supply Co., Utah Poultry Producers Cooperative Assn., Red & White Fine Foods.

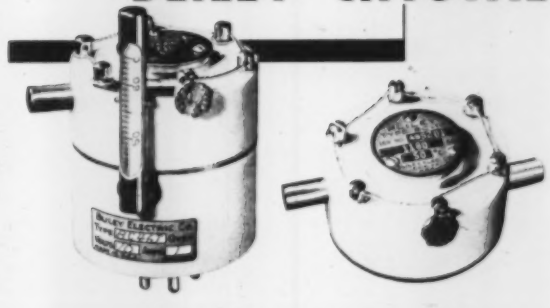
FTC Complaints

COMPLAINTS were issued Feb. 12 by the Federal Trade Commission against Carter Sales Co., Los Angeles, for alleged advertising misrepresentations in various media, including radio, for Carter's Special Formula, proprietary; and Purity Products Inc., Newark, The Journal of Living Publishing Corp., New York, and Victor H. Lindlahr for alleged advertising misrepresentations, including radio, for V-Bev. Gruen Watch Co., Cincinnati, on Feb. 7 entered into a stipulation with the FTC to cease and desist from making certain advertising claims for Gruen Curvex wrist watches.

LEVER BROS. Co., Cambridge, on Feb. 12 started a three-week offer on the five-weekly *Aunt Jenny's Real Life Stories* on CBS of flower seeds for a dime and a Spray wrapper. Ruthrauff & Ryan, New York, is agency.

PRECISION MADE

BLILEY CRYSTALS



Thorough workmanship, critical inspection tests and accurate calibration, assure the high degree of precision and dependability essential in all radio communication services. Write for catalog G-11 covering Bliley crystals, holders and ovens for frequencies from 20kc. to 30mc.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Barber to Handle Brooklyn Baseball

Details Being Arranged as Training Season Nears

WALTER (Red) BARBER, who described the Brooklyn Dodgers games last year for WOR listeners, will again handle the WOR microphone from Ebbets Field in Brooklyn this season, under the co-sponsorship of General Mills and Procter & Gamble [BROADCASTING, Feb. 1]. Both home and away games will be broadcast, including all night games in Brooklyn.

The out-of-town contests will be reconstructed by Barber in the station studios. WOR will also broadcast the Dodgers' pre-season exhibition games, beginning March 8 and concluding with the three-game series with the World Champion New York Yankees in April. Barber will leave for the Dodgers' training camp at Clearwater, Fla., early in March.

Other Games

General Mills' remaining schedule of baseball broadcasts, as announced to date, includes:

Philadelphia—WCAU, Bill Dyer and Taylor Grant, home games of the Athletics and Phillies, co-sponsored by General Mills and Socony-Vacuum Oil Co.

Pittsburgh—KDKA and WWSW, "Rosie" Rowswell, home and away games of the Pirates, co-sponsored by General Mills and Atlantic Refining Co.

Washington—WJSV, Arch McDonald, home and away games of Senators, co-sponsored by General Mills and Procter & Gamble Co.

Cleveland—WCLE, Jack Graney, home and away games of Indians, co-sponsored by General Mills and Socony-Vacuum Oil Co.

Detroit—WWJ, Ty Tyson, home and away games of Tigers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

Chicago—WBBM, Pat Flanagan, home games of Cubs and White Sox, General Mills has taken half-sponsorship with the other pending.

Cincinnati—WSAI, Roger Baker, home and away games of Reds, co-sponsored by General Mills and Socony-Vacuum Oil Co.

St. Louis—KMOX, France Laux, home games of Browns and Cardinals, co-sponsored by General Mills and Socony-Vacuum Oil Co.

General Mills will sponsor games of the St. Louis Cardinals and Browns by wire report on WTAD, Quincy, Ill., with Bob Lee.

Camels 'At the Waldorf'

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., on Feb. 24 starts its third Saturday program on NBC, the new program to be titled *Luncheon at the Waldorf* and heard 1:30-2 p.m. on 44 Blue stations in behalf of Camel cigarettes. With Ilka Chase, actress, as mistress of ceremonies, the programs will include interviews with the 50 or so prominent persons invited for luncheon at the Empire Room of the Waldorf-Astoria Hotel. Scripts will be written by Edith Meiser, well known authoress. The company also sponsors the Saturday programs, *Bob Crosby* for Camels 10-10:30 p.m. on the Red Network, and *Grand Ole Opry* for Prince Albert Tobacco, 10:30-11 p.m. on a split Red Network. Wm. Esty & Co., New York is the agency.

SPARETIME HOBBY of James L. Free, president of Free & Peters Inc., is the breeding and training of Laborador Retrievers, and he owns and has shown some of the finest in the country. Here he is with four of his best Laboradors—Freehaven Jay, known to all retriever enthusiasts as the youngest dog ever to achieve the coveted title of A.K.C. Field Trial Champion and the only retriever in this country or England to have completed his championship before he was two years old; Nell of Barrington, a fine shooting dog and reliable field trial performer; Freehaven Whitey and Freehaven Molly, two promising youngsters. Jim uses these versatile and useful companions in the hunting field to retrieve ducks out of mud and open water and to find and flush pheasants.

MerchandisingCampaign Used by Standard Oil For Latin Fight Pickup

STANDARD OIL Co. of New Jersey, second advertiser to sponsor a shortwave broadcast from the United States to Latin America, on Feb. 9 presented a complete description in Spanish of the heavyweight championship fight at Madison Square Garden, New York, between Joe Louis and Arturo Godoy, via NBC's stations WRCA and WNBI. The company with its affiliates, West India Oil Co., Standard Oil of Cuba, Standard Oil of Brazil, and the Compagnie de Petrolio Lago, is also the first sponsor to present a fight broadcast via shortwave. Only other shortwave sponsor is United Fruit Co., which on Dec. 1 started a series of news programs in Spanish seven nights weekly [BROADCASTING, Dec. 1].

Two complete sets of broadcasting equipment were used at the ringside, one for the United States program, sponsored by Adam Hats on 95 NBC-Blue stations, and the other to pick up the Spanish program and send it via land lines to the RCA Bldg., to Bound Brook, N. J., and via shortwave to 25 Latin American stations. The blow-by-blow description was given by Eli Canel, director of the *Spanish Sports Hour*, and the color by Alfred Barrett. Commercials were largely institutional for the company's gas and motor oil.

A three-way merchandising campaign was conducted in connection with the broadcast, tying in RCA-Victor dealers in South America, local Standard Oil managers, and the managers of the 25 stations carrying the program. All promotion and advertising for the broadcast was handled locally through these three foreign divisions, while commercials used on the program itself were prepared by McCann-Erickson, New York.

INTERMOUNTAIN Kelvinator dealers, 200 strong, held their annual sales convention in early February in the KDYL Radio Playhouse.

CREDIT FOR KMBC

Local Bond Store Is Awarded Sales-Gain Trophy

CREDIT for the Kansas City outlet's winning of the new-business cup awarded annually by Bond Clothing Stores has been given to KMBC by Charlie Fisher, manager of the Bond store in Kansas City. The silver trophy emblematic of the award, made in the 59-store competition, was awarded to Mr. Fisher when his store showed an 11½% gain in new business for 1939, the highest individual gain in the country.

According to Mr. Fisher, Bond's used other types of advertising media which they have used in the past until Sept. 16, 1939. From that date, for the last three and one-half months of the year the store sponsored exclusively an evening quarter-hour newscast of Erle Smith on KMBC. During that period business increased about 50%, Mr. Fisher stated, declaring that the station was responsible for the substantial rise which brought the top national new-business rating.

WEAF Antenna Plans

WITH completion of the details of real estate acquisition, zoning law requirements and the like that have occupied some six months since NBC selected Port Washington, L. I., as the new site for the WEAF transmitter, now located at Bellmore, L. I., the network plans to begin work immediately on transferring transmitter to the new site, with hopes of beginning operating from there about Sept. 1. Because objections from airline operators made it impossible to erect the 740-foot half-wave antenna previously planned, NBC instead has applied to the FCC for permission to build a quarter-wave directional set-up, with a 320-foot vertical radiator. Bids for this will be called for following the FCC approval. Removal of equipment from Bellmore to Port Washington will be handled by Skinner, Cook & Babcock.

BMI In Operation

(*Continued from page 34*)

that it is forced to pay a percentage of its total income, whether or not ASCAP music is employed.

While the majority of the stations have strongly supported BMI, there nevertheless are broadcasters opposed to the licensing formula. Latest recruit is H. B. Read, manager of KSLM, Salem, Ore., who advised NAB Director C. W. Myers, president of KOIN-KALE, Portland, Ore., Feb. 3 that while he would purchase stock in the project because of its purpose to solve the "music monopoly" problem, he nevertheless felt it was inconsistent with State anti-ASCAP legislation. The plan, he said, will mean simply that broadcasters will have one more "blanket license" to carry. He endorsed the per-program basis of payment with clearance at the source.

On the Washington front the omnibus copyright bill (S-3043) gathered dust in the Senate Patents Committee, awaiting the return of Senator Bone (D-Wash.), chairman of the committee, who is ill in Tacoma. The committee has been deluged with requests by the broadcasting industry and virtually all users for opportunity to protest provisions of the measure. The latest protest came from Maurice J. Speiser, general counsel of the National Assn. of Performing Artists, which among other things seeks to collect tribute from stations for performance of recordings on behalf of the performing artists.

COUGHLIN ABSENCE LACKS EXPLANATION

FR. CHARLES E. COUGHLIN'S failure to make his customary Sunday address over a tailor-made network Feb. 4 remained unexplained following his appearance Feb. 11, during which he volunteered no mention of the cancellation of the previous Sunday's talk.

Speculation was aroused when the priest failed to make his customary appearance Feb. 4, particularly in the light of events which linked the "Christian Front" arrest incident in New York with his *Social Justice* magazine. His failure to appear was enshrouded in mystery, particularly when the announcer on the program, which was filled in with music, advised listeners to "pay no heed to idle rumors" and entreated them to listen the following Sunday.

Fr. Coughlin devoted his Feb. 11 address largely to an explanation of and quotation from the report of the Administrative Board of the National Catholic Welfare Conferences, issued the preceding week in Washington. The announcer in introducing the priest said "a multitude of rumors" had been circulated during the week, but added that when the priest is on the air "evidently that is not news. The moment he refrains from broadcasting it becomes national front page comment from Florida to Alaska—yes, even in the British press."

DECISION is expected soon from the National Labor Relations Board on the status of American Federation of Radio Artists at WCPO, Cincinnati. The NLRB recently held hearings to determine if AFRA is the proper bargaining agency at WCPO.

PRODUCTION...

another reason why they *Listen* . . . . .

For years . . . "produced in the studios of the Nation's Station" has been the hallmark of outstanding radio production. WLW has always prided itself upon the infinite care taken by its production men in making their shows listenable . . . entertaining . . . worthwhile. In most cases these production men are specialists . . . and are assigned to the type of shows their experience and capabilities equip them to handle efficiently. And because production has always been given so much attention at WLW, an enviable reputation has been gained among clients . . . and listeners.

Supplementing WLW's galaxy of outstanding network programs is its own array of productions . . . vibrant with showmanship . . . sparkling with listener-interest . . . radio entertainment at its best . . . because WLW's production men are skilled workers . . . doing an outstanding job day after day . . . *another* reason why so many millions listen regularly to the Nation's Station.

HAROLD CARR, WLW Production Manager, directs the production activities of the Nation's Station. His 13 years radio experience producing and directing programs of all kinds, not only at WLW but throughout the nation, has given him a background not equalled by many in radio business. His outstanding efficiency and ability has made his department an important reason why so many people listen to WLW.

The PRODUCTION of a forthcoming Boone County Jamboree stage and air show is discussed by ED MASON, PAUL DE FUR, and "HANK" RICHARDS, whose combined efforts are responsible for the success of most of WLW's rural programs.

CHARLES LAMMERS directs while GORDON WALTZ assists in the production of WLW's great new program, "This Land of Ours." The theater and air experience of these two men plus that of CHESTER HERMAN (top picture), who was stage director with the Shuberts and associate director of the St. Louis Municipal Opera, means they are capable of handling every type of program efficiently . . . brilliantly . . . and distinctively.

ARTHUR RADKEY, Educational Department production man, is responsible in a large measure for the success of so many of WLW's distinct and exclusive educational programs.

WLW THE NATION'S STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION — NEW YORK — CHICAGO

Pacing the Trend to UHF . . .

Since those early days of 15 years or more ago when the tremendous commercial possibilities of ultra-high frequencies first began to loom on the engineering horizon, RCA Tubes have continued to maintain unquestioned leadership in this field. Many existing RCA Tubes were such that they could be redesigned to step up their performance at the higher frequencies. Where this could not be done, new tubes were developed, usually far ahead of any great demand. Today, from the small Acorn type, to the latest high-transconductance Television tube, RCA offers a complete, *time-tested* line for every UHF requirement.

TYPICAL EXAMPLES OF RCA LEADERSHIP IN UHF TUBE TYPES

Type No.	*Date Announced*	*Description*	*Comments*
954	March '35	Detector, Amplifier Pentode	Announced for experimental use five years ago, these popular Acorn types still maintain unchallenged leadership for receiving tube applications at frequencies in the order of 300 megacycles.
955	March '35	Amplifier, Detector, Oscillator Triode	
956	Sept. '36	Super-Control R-F Amplifier Pentode	
957	Dec. '38	Amplifier, Detector, Oscillator Triode	Essentially the same in construction as the above Acorn types, these tubes feature low filament current and pave the way for important developments in portable equipment designed for UHF.
958	Dec. '38	A-F and R-F Amplifier, Oscillator Triode	
959	Dec. '38	Detector, Amplifier Pentode	
1851	March '38	Amplifier Pentode	Three well-known RCA types representing an outstanding achievement in the production of high-transconductance tubes for use at high frequencies, and particularly for use in television video service.
6AC7	June '38	Amplifier Pentode (Single-ended Type)	
6AB7	June '38	Amplifier Pentode (Single-ended Type)	
800	Oct. '33	R-F Power Amplifier, Oscillator, Class B Modulator	Each tube in this group, especially popular among radio amateurs, features the ability to operate at full ratings at 60 megacycles. Although some of the units date back a number of years, they remain in widespread demand today thanks to the RCA program of constant improvement which has kept their performance fully abreast of today's exacting ultra-high-frequency requirements.
807	Oct. '36	Beam Power Amplifier	
809	Oct. '37	R-F Power Amplifier, Oscillator, Class B Modulator	
811	Sept. '39	Class B Modulator, R-F Power Amplifier	
812	Sept. '39	R-F Power Amplifier, Class B Modulator	
813	Oct. '38	Beam Power R-F Amplifier	Can be operated at full input up to 30 megacycles.
832	June '38	Push-Pull R-F Beam Power Amplifier	Can be operated at full input up to 150 megacycles.
833	Sept. '37	R-F Power Amplifier, Oscillator	Large air-cooled tube with an input rating of 1250 watts in class C telephony service up to 30 Mc.
834	Jan. '36	R-F Power Amplifier, Oscillator	Operates at full ratings up to 100 megacycles.
852	March '27	Oscillator, R-F Power Amplifier	A long-time leader because of its high-frequency capabilities—full ratings up to 30 Mc with 300 watts max. plate-input rating for class C telephony.
887	May '37	UHF Power Amplifier, Oscillator (mu-10)	These two RCA developments feature input rating of 1200 watts up to 300 megacycles.
888	May '37	UHF Power Amplifier, Oscillator (mu-30)	

RCA

Radio Tubes

FIRST IN METAL—FOREMOST IN GLASS—FINEST IN PERFORMANCE

RCA MANUFACTURING CO., INC., CAMDEN, N. J.
A Service of The Radio Corporation of America

XUM